

This men's clothing store is located in the middle of the block on the main business street of a suburban city of 25,000 population about 20 miles from a large Midwestern city. The street is a state highway with fairly heavy traffic as well as heavy local vehicular and pedestrian traffic. A bus to the large city also uses this route. The street is four lanes wide but meter parking is permitted parallel to the curb. The nearest parking lot is three blocks away. The stores remain open until 9 P. M. on Monday and Thursday nights.

Typical of "main street" in most small city business centers there are business establishments of all types on both sides of the street for several blocks in each direction, including four other men's stores. On the left in the picture is a beauty salon with a fascia sign and on the right is the utility company office with a horizontal projecting sign. There are two movie theatres in the block—one at the end of the block on the same side of the street to the right and the other on the opposite side at the end of the block to the left.

The building is in process of modernization. The interior of the store is completed with new entrance and show windows installed. The space on each side and under the show windows will be faced with black opal Granux. A new face is to be installed on the entire front above the store but the material has not been determined. The four windows must remain as the second floor will be occupied by a doctor's office. Any covering over windows must permit transmission of light and air.

Electric advertising and identification for the store has not been selected. The owner wants something distinctive that will harmonize with the new building face and help to attract customers to his store.

The local ordinance limits projecting signs to five (5) feet from the building face and the overall height to 35 feet above the sidewalk. Projecting signs must not be lower than 10 feet above sidewalk. The sidewalk in front of the store measures 10 feet to the curb.



CLASSIFICATION  
AWARD  
•  
ADVERTISING &  
IDENTIFICATION

LASZLO HEGYI

Excell Ad Electric Signs  
Santa Ana, California

SPECIFICATIONS

Double faced sign: Aluminum cabinet, gold anodized finish, interior illuminated with vertical fluorescent lamps; white flat plastic background with flat cut-out multicolor and black, pictorial—18 to 10 inch flat cut-out maroon red letters with gold acrylic edges—6 and 4 inch flat cut-out black plex letters and 10 inch flat cut-out black plastic letters with gold acrylic edges. Maroon and blue flat cut-out plastic decor.

Gable Raceway: 6 inches wide metal raised 5 feet above roof line and running in various depths, white paint finish.

Background within gable covered with architectural low heat porcelainized aluminum tile in flame red finish.

Facing outside gable is V-groove metal decking wall-cover flat medium charcoal gray finish.

Window section: 17 by 6 feet extruded aluminum mullion frame with 1½ inch wide aluminum screen overlay over the existing windows, gold anodized finish. Pictorial sign panel: 4 by 6 foot single face within extruded background with multicolor flat cut out plastic maroon and black pictorial, interior illuminated with vertical fluorescent lamps.

"Store for Men": 32 to 20 inches high and 10 and 15 inches high aluminum channel letters illuminated with single tube and double tube light gold neon, gold anodized finish, white plastic face with gold acrylic edges.

Wall lamps; Custom-made 28 inch lamps, golden brass finish with textured amber plastic faces.

CLASSIFICATION  
AWARD  
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PRESENTATION

MATTHEW MALANOWSKI, JR.

Federal Sign & Signal Corp.  
Blue Island, Illinois



SPECIFICATIONS

Shop broken and formed sheet steel spandrels surround a pattern of vertical rectangular modules of expanded metal on alternating planes. The forward planes are finished in dark color and conceal "R" type floods, which bathe the lighter colored modules with colored light from both top and bottom. (Note that the alignment of modules with windows is such that no flood will send rays into a window.)

"Mark" in channel letters with white plastic faces retained by means of gold trimcap edging. Neon tubing within the letters. "Store for Men" 6 inch reverse channel letters of gold anodized aluminum with white neon behind channels for soft silhouette, illuminated on dark colored screen. All transformers and electrode cans are behind screening. The clock features a vacuum-formed plastic dial with markers being extensions of the dial. This is also backlighted.



CLASSIFICATION  
AWARD  
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CREATIVITY

**ALBERT L'HEUREUX**  
Federal Sign & Signal Corp.  
Oakland, California

**SPECIFICATIONS**

This design features a curved shadow panel wall facing of solar screen in black non-glossy low temperature porcelain enamel. Recessed behind and below this on the basic front of the building is sheet metal in 1 by 1 inch waffle pattern painted gold. The pictorial is 1 by 2-inch rough iron, on edge, painted gold. "Lancer" 20 to 36-inch pan-channel letters with red plastic faces and gold painted returns, illuminated by double tubes of white neon. "Store for Men" 10 to 18-inch velvet black reversed channel letters, backlighted.

CLASSIFICATION  
AWARD  
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PRACTICABILITY

JOSEPH FITZPATRICK  
Federal Sign & Signal Corp.  
Blue Island, Illinois



SPECIFICATIONS

Store front designed with simplicity and elegance in mind. Clean lines with accent on the firm name were the essentials. The upper portion of building covered with expanded metal screen in charcoal low gloss finish. Vertical stripe white plastic, illuminated from within.

Emphasis is on the lettering. All letters interior illuminated, white plastic faces and black sides. "Alec" is also outlined with metallic gold. The dots are red plastic with white outlines.

The metal canopy is white with black stripe to integrate entire front. This is a functional, practical canopy to complete the entire design.





## MERIT AWARD

**STEVE POLOMCHAK**

Federal Sign & Signal Corp.

Blue Island, Illinois

### SPECIFICATIONS

Entire store front made ready by using angle iron studs, approximately 6 inches, to clear all ledges and projections. Angle iron stringers are run horizontally on these studs across entire width of building, spaced as needed, to clear all window areas. The bricks and irons are painted a deep brown. The left side of front covered with baked enamel dull finish white sheet metal, stippled to give a concrete slab look. Remainder covered with 5 by 2 inch rectangular aluminum tubing, painted to simulate redwood. Tubes erected 6 inches on centers, forming a louver over windows, allowing approximately 65 per cent light and air to filter through. (As an alternate wood could be used, but aluminum is suggested. Because of its light weight and durability, it would in the long run offset cost, especially on a lease program.) Name of store, "Piere" (40 to 24 inches) is modified Old English. Faces are white plastic trimmed in olive green. Sides are baked enamel sheet metal in olive green. Letters interior illuminated with neon tubes. The dot over "i" in red plastic. "Store for men" letters, white plastic faces with gold anodized sides. Interior illumination by neon. Transformers set in louvers. A 4 foot stock plastic lantern decorates left panel, and is hung with gold anodized strap iron chain. The canvas awning, supplied by customer, should be gold and white as illustrated.

## MERIT AWARD

## FIL SESSIONS

Q R S Neon Corporation  
Los Angeles, California



## SPECIFICATIONS

Covering entire front of building above show windows is a decking panel measuring 20 by 25 feet curving out at the ends 18 inches. Depth of decking panel 6 inches and allows for steel hanging supports. The soffit and right and left ends are finished with sheet metal filler, painted white. Decking painted with satin finished leather brown plastic paint.

The three windows together in second floor area covered with horizontal metal louvers painted white in a panel 11 feet wide and 15 feet high installed on angle steel supports 12 inches out from face of decking. This permits light and air transmission into area. The single window to the right is covered with sheet metal fins painted black.

The signs consist of one plastic face panel 11 feet wide and 2 feet 3 inches high. The face of the sign is red with 14 inch flat cut-out white plastic letters, reading "trend." Space behind letters is routed out. The cabinet painted red to match plastic.

Internal illumination is 800 ma. lamps 12 inches on centers. Below this panel is a line of plastic face channel letters 8 inches high reading "Store for Men." Faces are white and side walls painted red. Letters pegged out 6 inches. Illumination is single tube white neon 60 ma.

Script decorative letter "T" above single window is gold mylar covered metal reverse channel pegged out 6 inches and illuminated with a single white tube of neon. The area above the first floor show windows painted red.



## MERIT AWARD

**MONROE LEUNG**

Federal Sign & Signal Corp.  
Los Angeles, California

### SPECIFICATIONS

Metal awning painted alternately olive green and rust with white stripes. The ornamental flat bars are  $\frac{1}{8}$  by  $1\frac{1}{2}$  inches at the top and  $\frac{1}{8}$  by 1 inch over the windows and painted black. The metal canopies around the windows are painted white, as is the metal planter. "Kings" in 20 and 15 inch letters cut-out of flat blue plastic on a white plastic background. "Store for Men" in 7-inch flat black plastic letters, and stripes above and below are cut out of olive green plastic. The King's head is flat cut-out black plastic strips and the stars on his crown are alternately olive green and blue plastic. Interior illumination by white slimline lamps. Cabinet of sign painted gold.



## MERIT AWARD

NELSON MAC DONALD

Nelson Mac Donald Design Limited  
Calgary, Alberta, Canada



## SPECIFICATIONS

**DIMENSIONS AND SIZES:** Sign and facing 20 by 25 feet overall; fascia sign area only 5 by 17 feet. "Ascot" 22-inch white plastic-faced letters set in brass finished anodized aluminum, channels 3 inches in depth. Illumination of letters double tube white 4500 degree neon; letters set away from back panels 3 inches. "Store for Men" 8 to 7 inches embossed on plastic face panel, back illumination by fluorescent lamps.

**MATERIALS AND SIZES:** Entire fascia is furred from existing wall 9 inches. Vertical mullions of 2 by 8-inch dark stained cedar are employed to reset the spacing of existing second story windows into five equal window modules. This area faced in Canterbury plastic, light amber, has affixed 1½ by 1¼ inch decorative iron grillage over plastic. Panels are opened on pin hinges for air circulation. Light amber plastic emits natural light to office and diffuses from outside the lines of existing windows.

Perimeter of fascia is planked in 2 by 8 inch dark stained cedar with 2 by 10 inch dark stained cedar plank at bottom. Intersections of planking contain wooden 6 by 6 by 3 inch decorative rosettes.

Panels running vertically each side of display finished in dark-tinted rough stucco. Area over second story windows faced with dark stained cedar shingles over plywood, 2 by 4 inch framing, size 17½ by 7½ feet. Projection is 6 inches to 1 foot. Five recessed lamps focus downward from soffit. Sign panel background, has five plastic modules, 5 by 3 feet with embossed face projecting 2 inches. Panel containing "Store for Men" has iron grillage around copy in same design as on windows. Illumination of five sign modules by a bank of fluorescent T12 h.o. rapid start lamps. Optional decor by storeowner: three drop awnings over door—each unit 3 by 1½ feet.

THIRD PRIZE



**E. V. STANLEY**

**Federal Sign & Signal Corp.**

**Blue Island, Illinois**

**SPECIFICATIONS**

Sheet metal covers storefront. It is broken into panels and painted to simulate a rough textured wood. The three windows on the left are covered with expanded metal that has been gold anodized. The window on the right was left open and treated as a "Roman type window and balcony" as illustrated. Over the window is a baked enamel canopy painted light mist green. From the canopy hangs an 18 inch plastic interior illuminated lamp. The letters of "Omar" are plastic, white faces with red frames and brown sides. Interior illumination is neon. They are 28 inches high. The copy "Store for Men" has gold returns with white plastic faces interior illuminated. They are 12 to 8 inches in height. The awning is canvas in gold and white stripes.

## MERIT AWARD

CORINNE BRODY

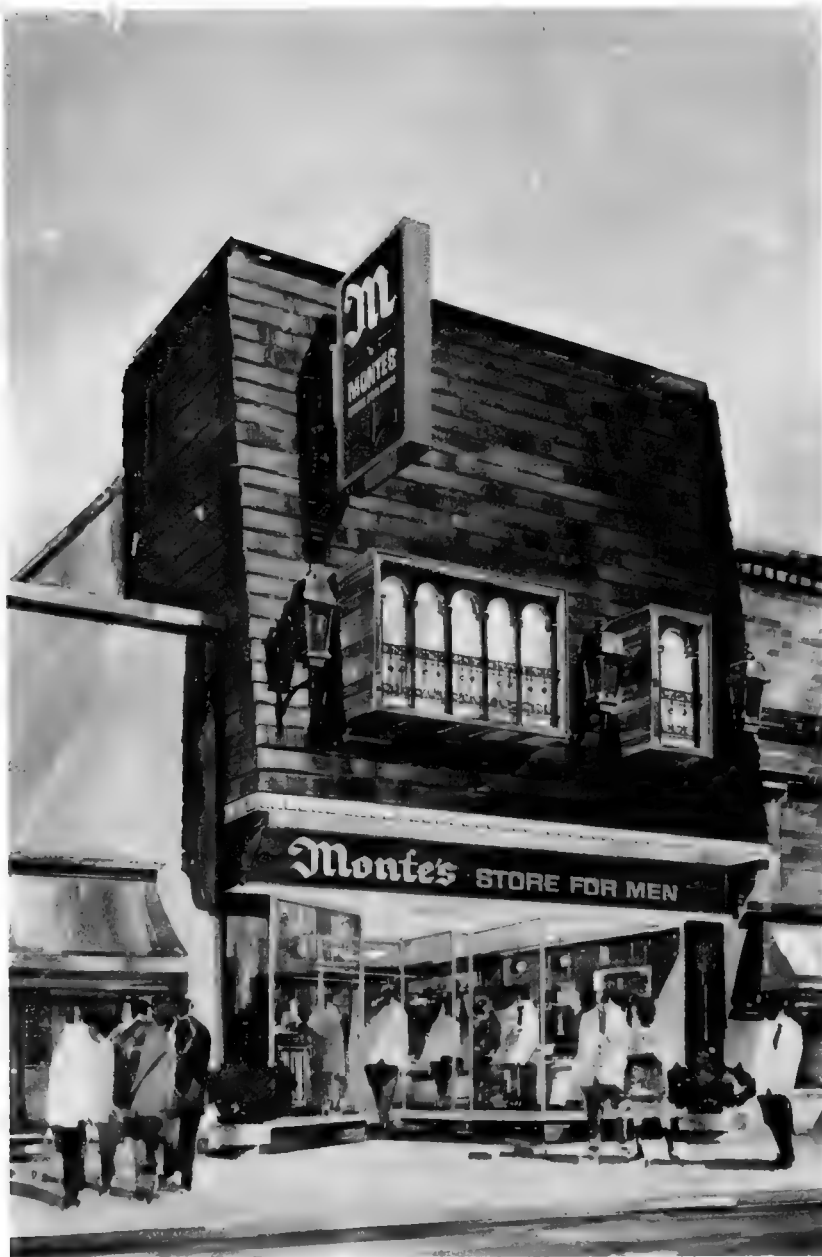
Federal Sign &amp; Signal Corp.

Blue Island, Illinois



## SPECIFICATIONS

A new product and an accepted trim and ornamentation material combine to provide the rich appearance essential in today's market place. The new simulated marble,  $\frac{1}{4}$  inch thick, cover the entire building front, above the store, except for the window openings. Screening of window areas and contrasting ornamentation provided by gold anodized rectangular tubes  $1\frac{3}{4}$  by 5 inches, provided with returns top and bottom, to completely clear all window areas. To further embellish the ornamental screening and provide a unique "attention getting" device, an old fashioned "fob watch" is chain hung. The new face provides an effective backdrop for the dual identification treatment. Owner's name is contemporary type plastic letter box modules, each 36 by 16 inches. Backgrounds are white matte finish plastic and letter strokes are red plastic 24 inches high. These are sharply contrasted by the gold trimcap letter sides. Interior illumination provided by high output fluorescent lamps. The script "Store for Men" (22 to 7 inches) has natural finish aluminum sides with white plastic faces and white tubing interior illumination.



## FIRST PRIZE

**PETER PETRE**

Heath & Company  
Los Angeles, California

### SPECIFICATIONS

The upper portion of front covered with shakes and at the trim at the top is flat metal with sand finish. The windows are white plastic with olive green arches and black railings, and lanterns have amber plastic facings and painted metal parts. The projecting sign is double face plastic interiorly illuminated.

Trim above fascia sign is flat metal fabricated in a pattern 1 inch deep with the metal sign overlays in off-white. Facia sign is faced with olive green flat plastic which has been routed for insertion of 21, 12 and 10-inch letters. Those of "Monte's" are white, and those of "Store for Men" are pale yellow. The letters have black acrylic returns and the decorations are black plastic. The ceiling of the marquee and entrance is white plastic and interiorly illuminated.

SECOND PRIZE

GEORGE HOLLENBECK

Federal Sign & Signal Corp.

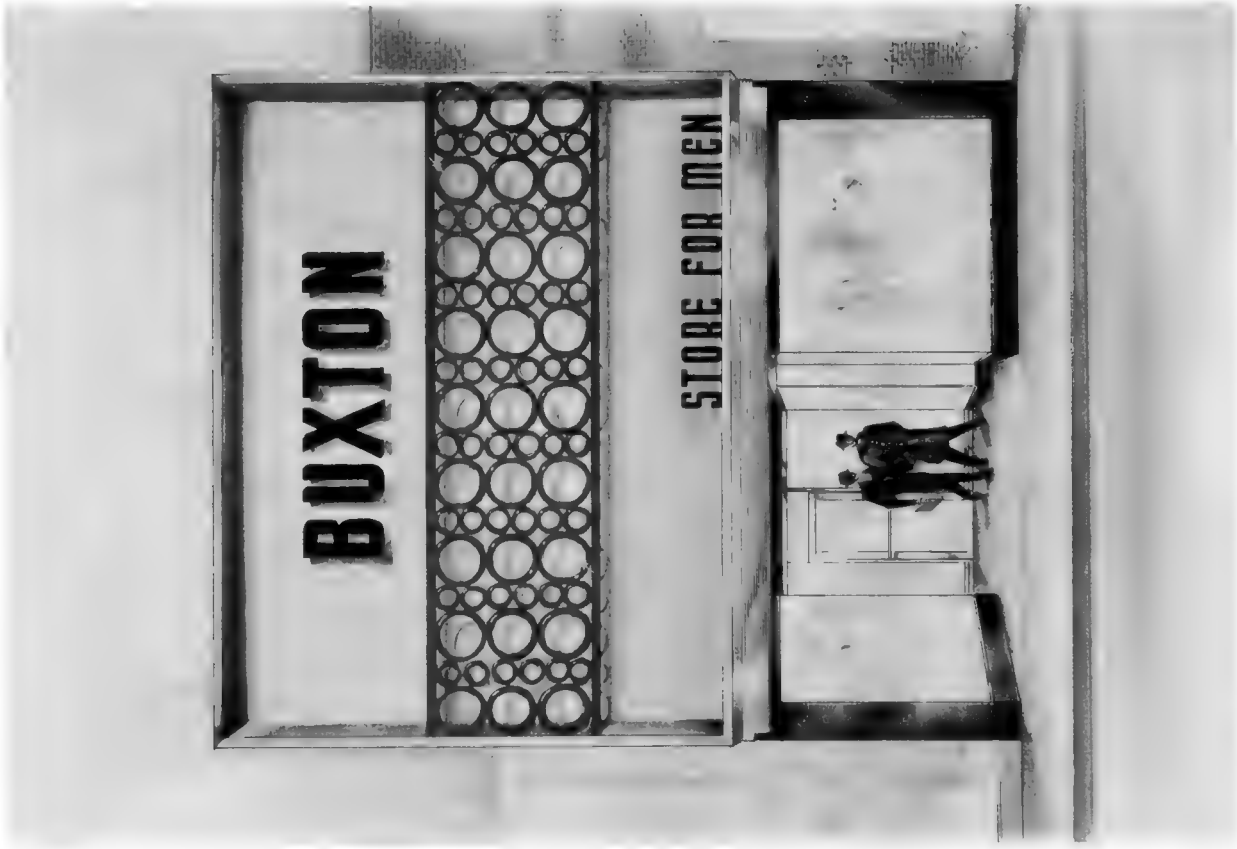
Blue Island, Illinois



SPECIFICATIONS

Main theme features horizontal louvers about 2 by 4 inches in color, to carry into dark granite of the lower front. Louvers are break-formed sheet aluminum with baked enamel finish. Screen behind louvers minimizes nesting. The whiter area of panels with aggregate finish as supplied by gypsum companies. The letters "Scott" have plastic faces featuring broad gold trim-cap sides. Together with script "Store for Men" (also white plastic faces), have electrodes through the louvers and wiring raceways behind the louvers. The double faced sign displays large "S" for down-the-block attention. This is red and white laminated plastic. "For Men" is white plastic behind nibbled out letters in baked enamel gold finish steel background. The spear is turned wood, gold leaf finish.





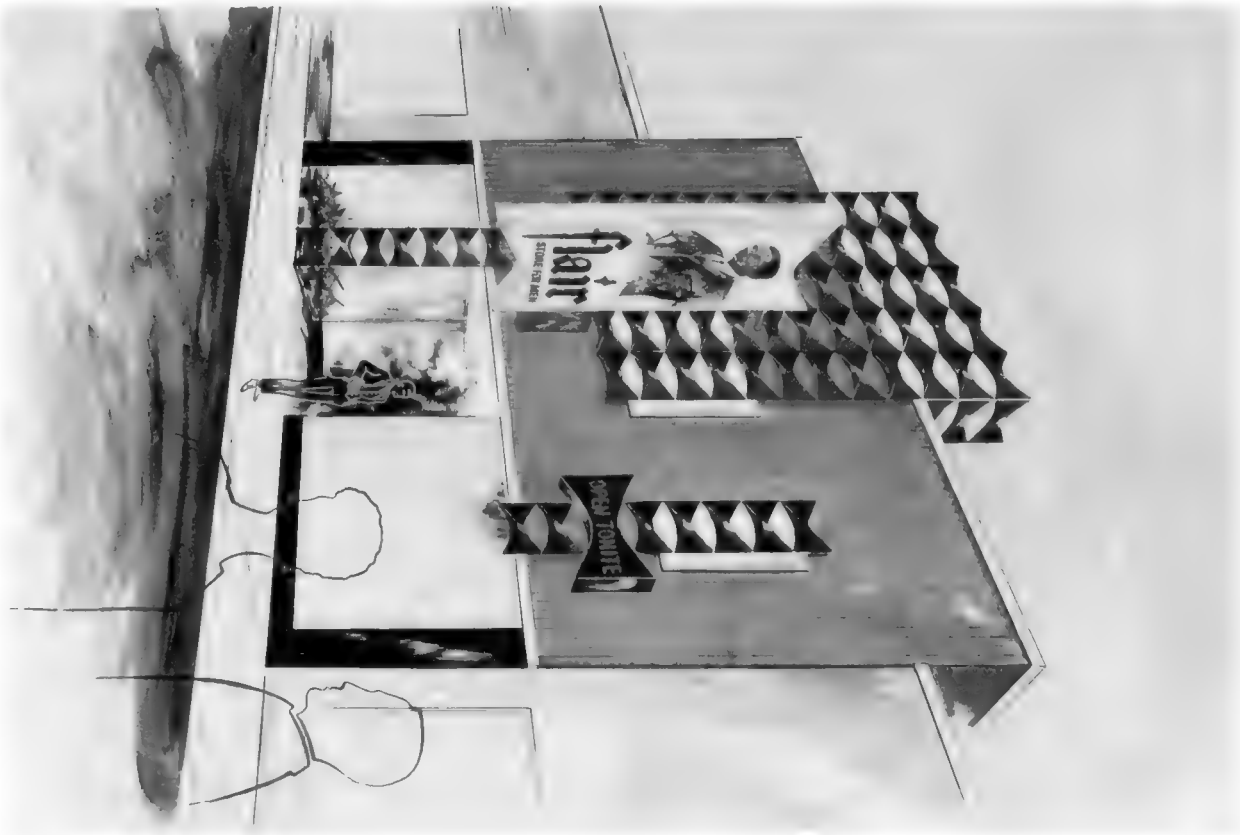
Michael Anthony Kohar  
HANOVER MFG., INC.  
Columbus, Ohio



Douglas Jones  
FEDERAL SIGN & SIGNAL CORP.  
Phoenix, Arizona

# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



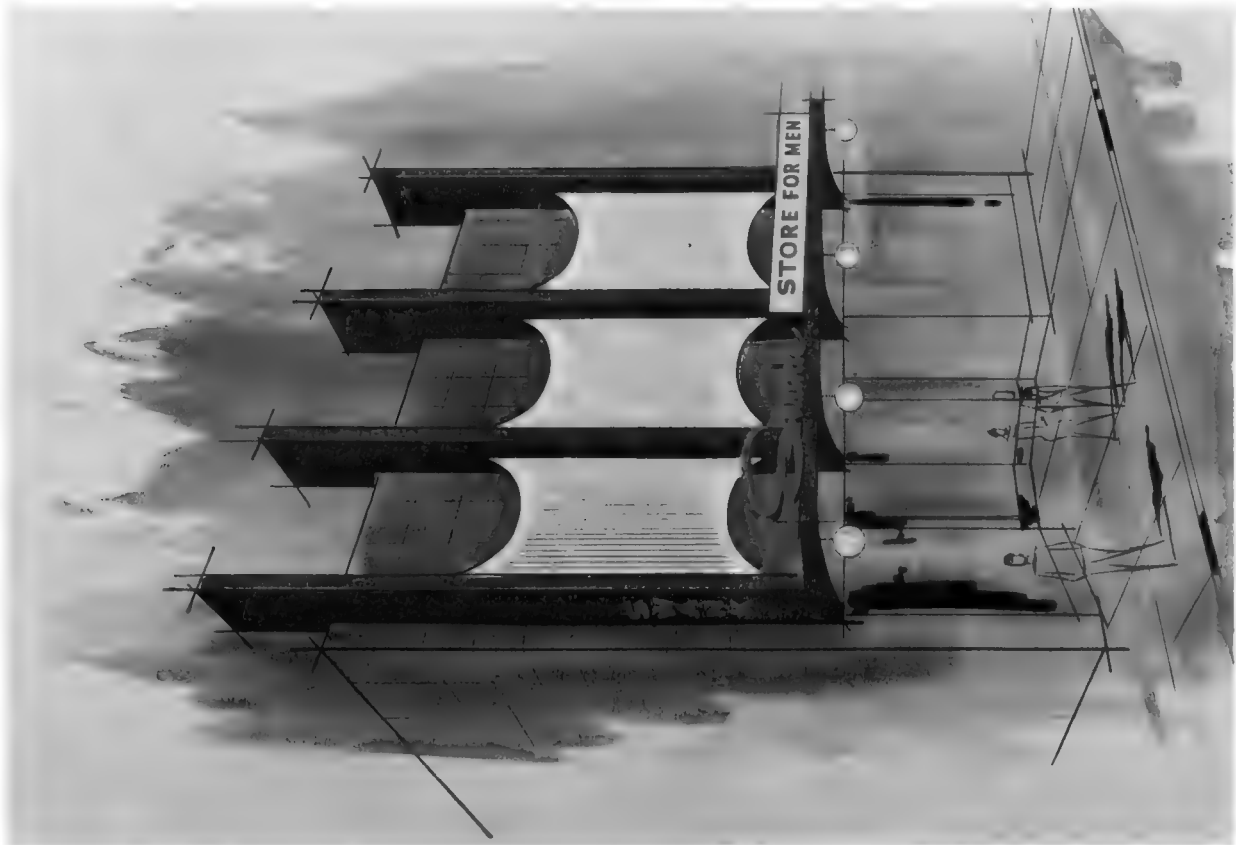
John Gorter  
FEDERAL SIGN & SIGNAL CORP.  
Milwaukee, Wisconsin



Gary Weilburg  
FEDERAL SIGN & SIGNAL CORP.  
Stockton, California



Joseph W. Modica  
NEON-ART SIGNS, INC.  
Louisville, Kentucky



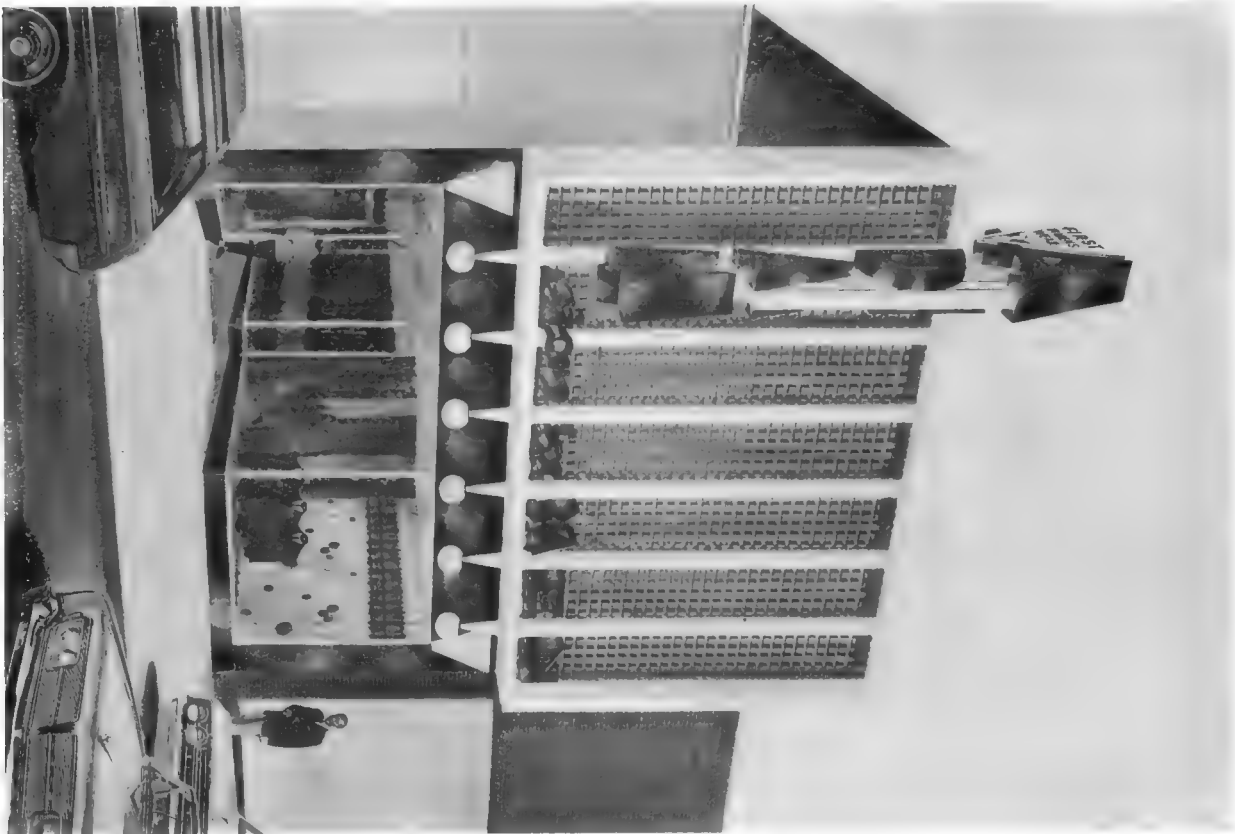
Kenneth M. Berryhill  
H. A. BALTON SIGN COMPANY  
Memphis, Tennessee

# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



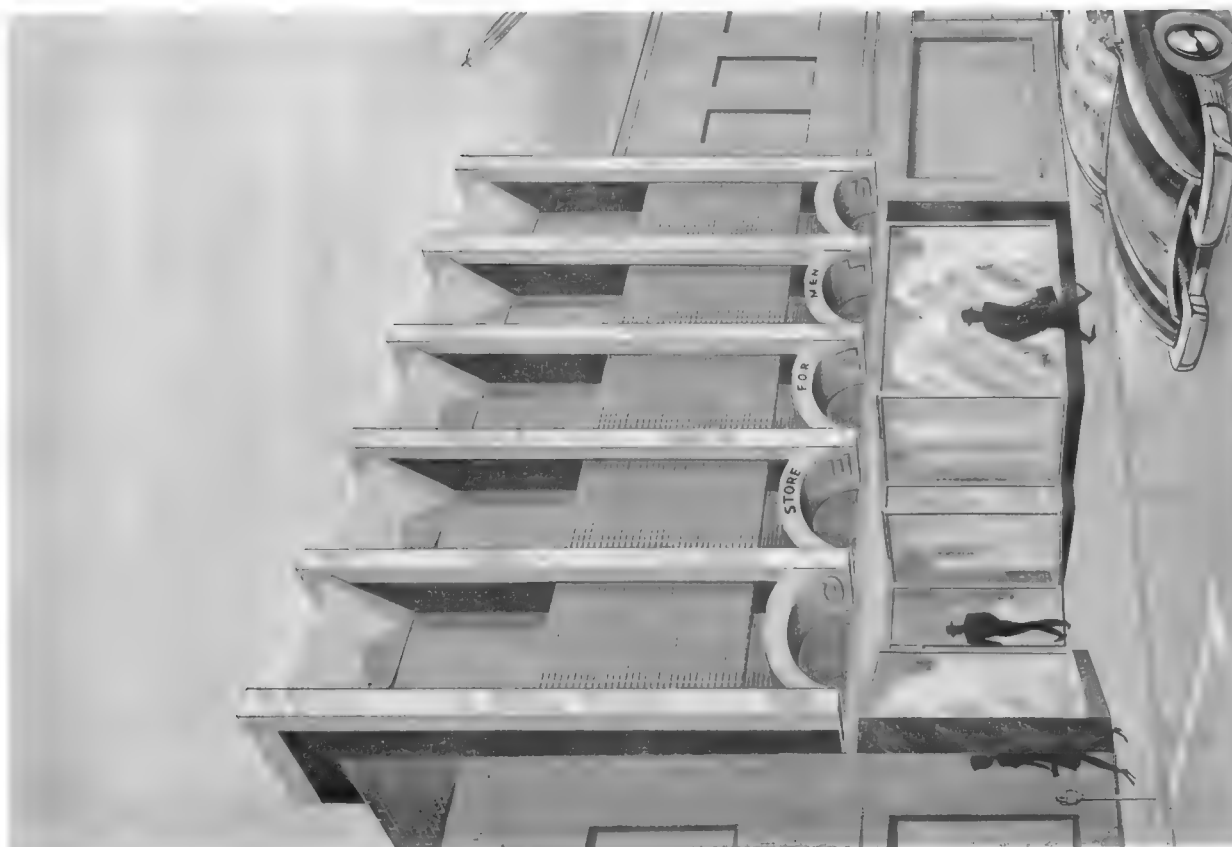
Kurt Hallmann  
MARV-EON SIGNS LTD.  
Winnipeg 10, Manitoba, Canada



William W. McClurg  
QUEHL SIGN COMPANY  
Cincinnati, Ohio



Lou Rivera, Jr.  
TUBE-ART DISPLAYS, INC.  
Seattle, Washington



Joseph Chapman  
STANFORD SIGNS, INC.  
Bluefield, West Virginia



# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



William W. Ponder  
NEBRASKA NEON SIGN CO.  
Lincoln, Nebraska



Herbert N. Hastings  
PENINSULAR SIGN COMPANY  
St. Petersburg, Florida



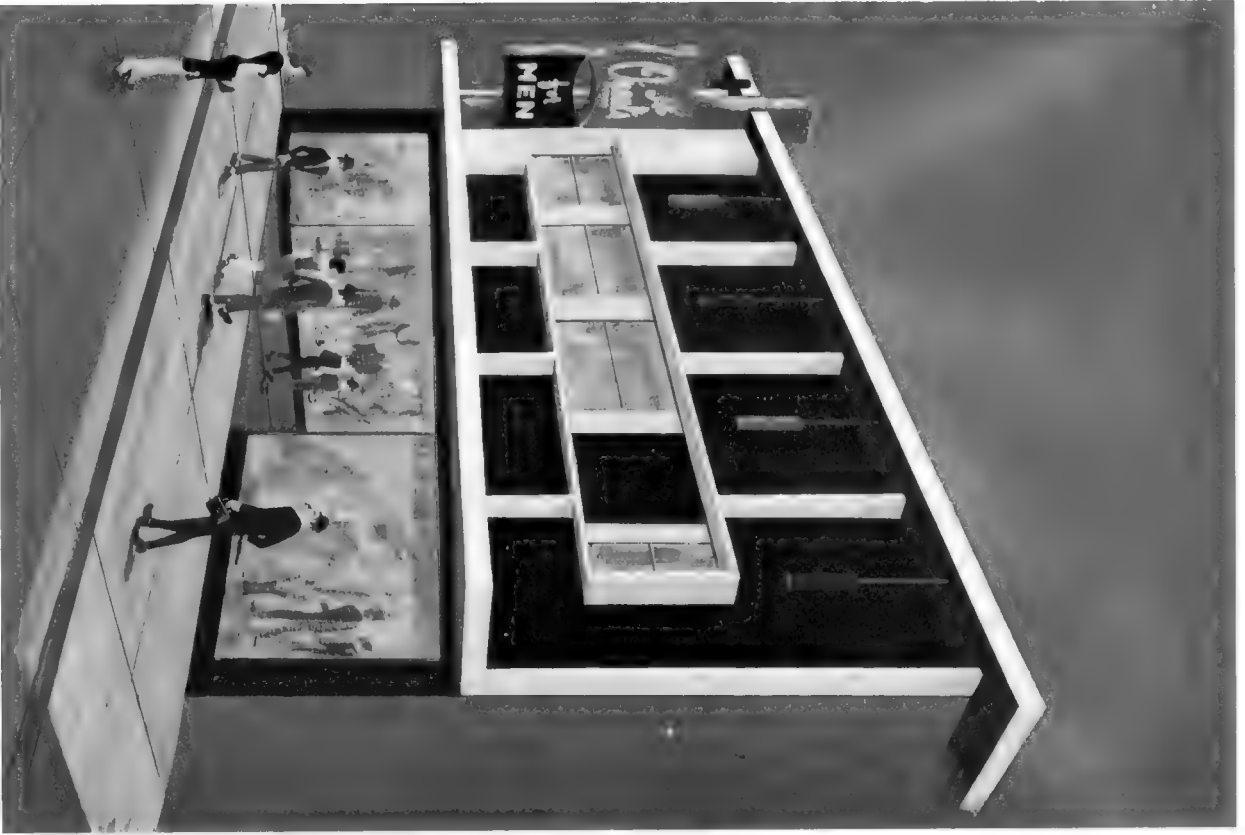
Larry Miller  
ELECTRICAL PRODUCTS CONSOLIDATED  
Denver, Colorado



Desmond H. Beech  
GORDON NEON COMPANY  
Denver, Colorado

# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



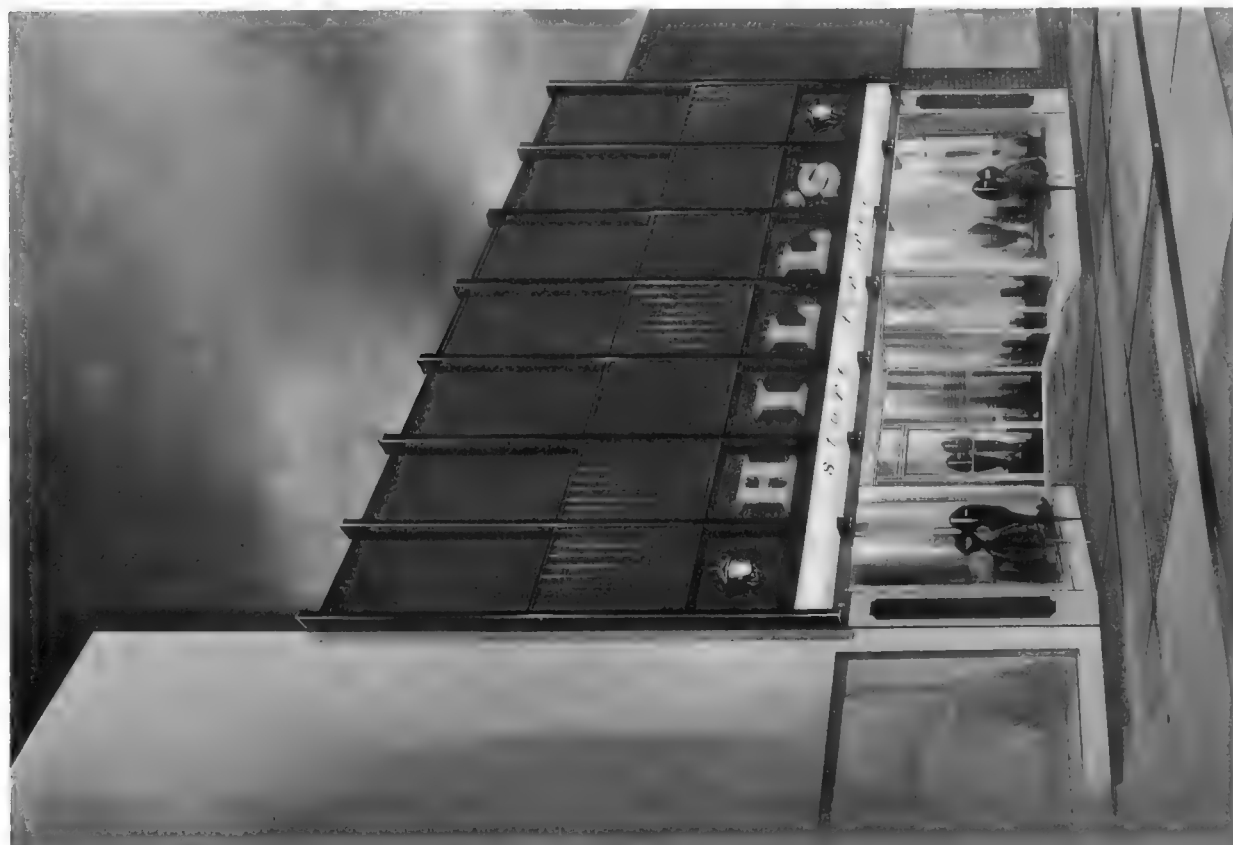
Jerry Collins  
NORTH SHORE SIGN CO.  
Waukegan, Illinois



Ken Rainford  
NEON PRODUCTS OF CANADA LTD.  
Scarborough, Ontario, Canada



Darrell B. Nelson  
YOUNG ELECTRIC SIGN COMPANY  
Ogden, Utah



Kaz Hamamoto  
FEDERAL SIGN & SIGNAL CORP.  
Santa Ana, California

# MEN'S STORE



Neil J. Tulloch  
CLAUDE NEON LIMITED  
Ascot Vale. W.2.  
Melbourne, Australia



Ken Webb  
FEDERAL SIGN & SIGNAL CORP.  
Houston, Texas



NESA ELECTRIC SIGN DESIGNS

MEN'S STORE



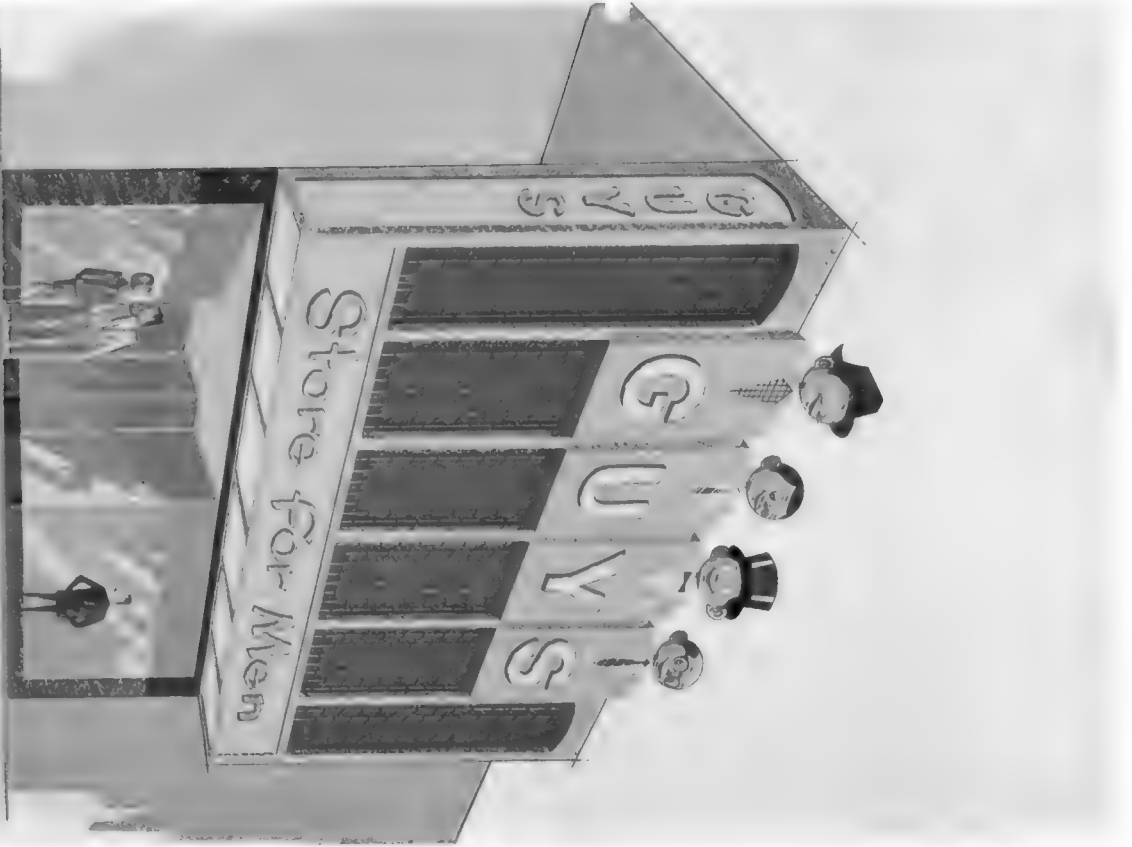
Bob E. Stedman  
CUMMINGS & CO., INC.  
Memphis, Tennessee



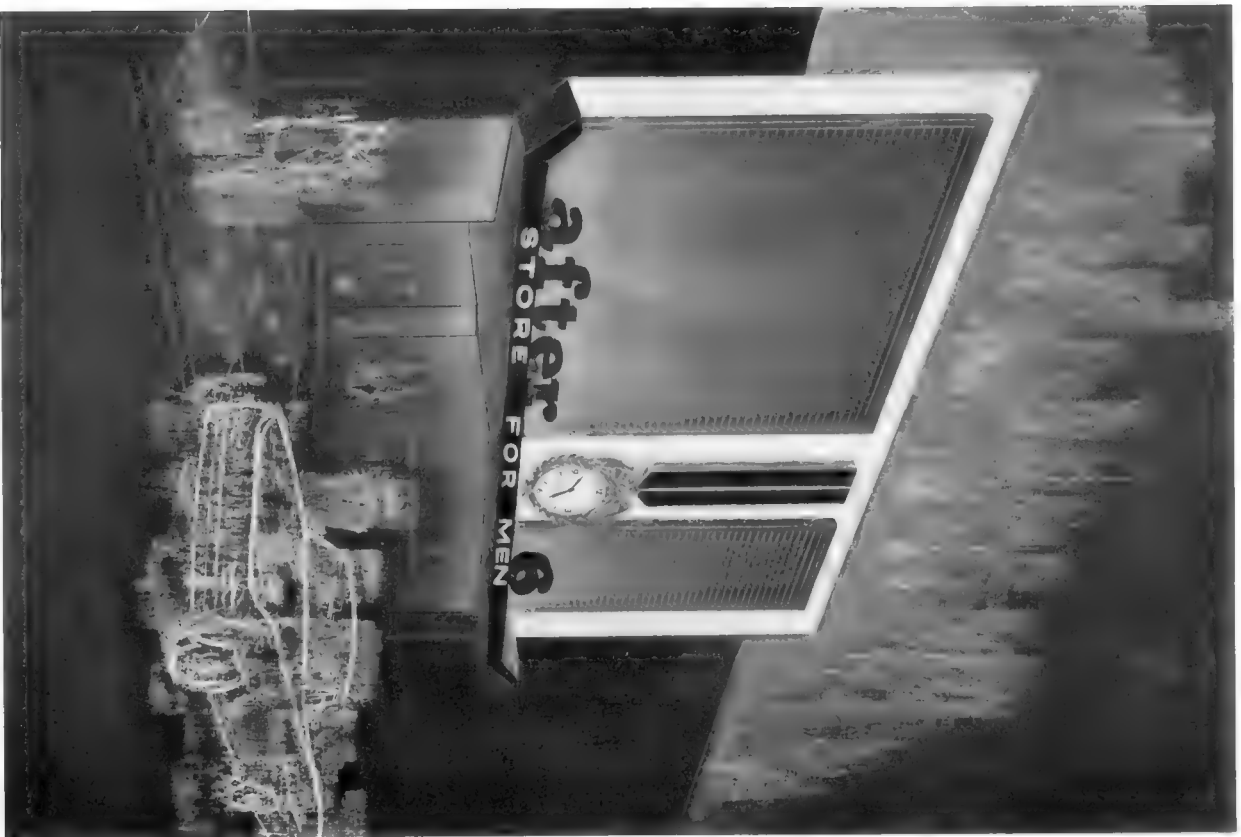
Rudy Crisostomo  
FEDERAL SIGN & SIGNAL CORP.  
Las Vegas, Nevada

# MEN'S STORE

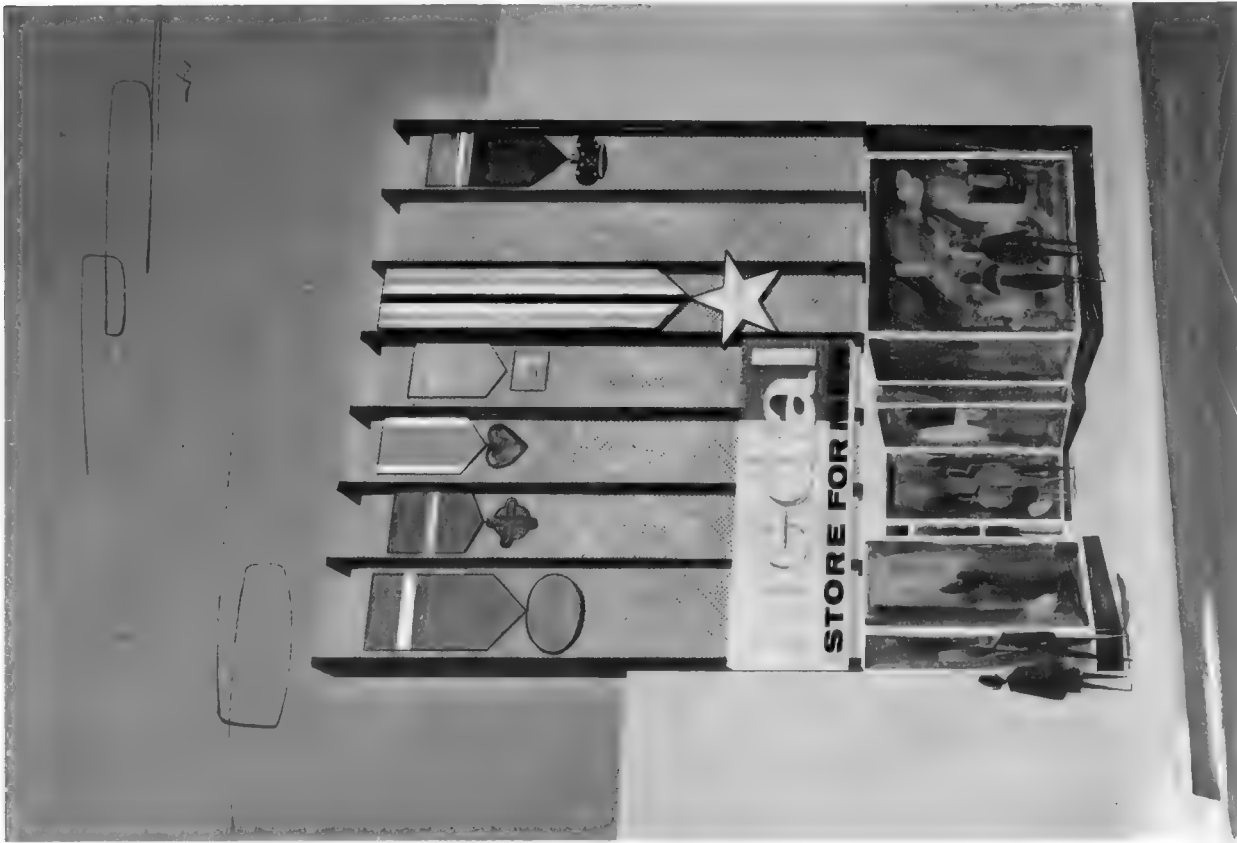
NESA ELECTRIC SIGN DESIGNS



John P. Molloy  
FEDERAL SIGN & SIGNAL CORP.  
St. Louis, Missouri



Pete Greco  
MACEY NEON SIGNS LIMITED  
Cooksville, Ontario, Canada



Don Meskimen  
CUMMINGS & CO., INC.  
Nashville, Tennessee



Leo Flynn  
BELSINGER SIGN WORKS, INC.  
Baltimore, Maryland

# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



Sidney Rubin  
McBRIDE SIGN COMPANY  
Pittsburgh, Pennsylvania



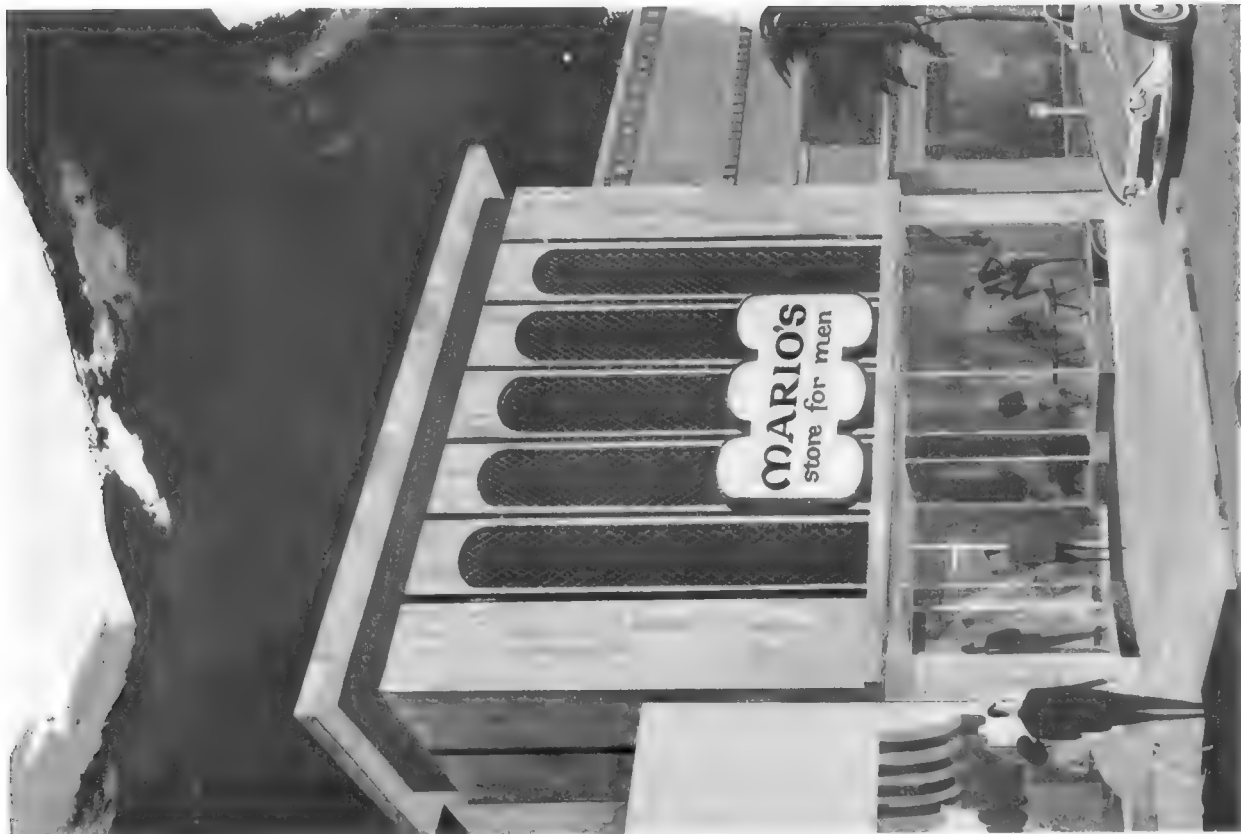
Rodney L. Butler  
FEDERAL SIGN & SIGNAL CORP.  
Stockton, California

NESA ELECTRIC SIGN DESIGNS

MEN'S STORE



Nicholas P. Casella  
FEDERAL SIGN & SIGNAL CORP.  
San Jose, California



Sandra Carrico  
EXCELLART ADVERTISING CORP.  
Fort Collins, Colorado



# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



Gerald D. Smith  
HANOVER MFG., INC.  
Columbus, Ohio



Richard A. Troybszo  
FLASHTRIC SIGN COMPANY  
Chicago, Illinois

NESA ELECTRIC SIGN DESIGNS

MEN'S STORE



Elmo B. Hoskins  
KINGSPORT SIGN CO. DIV. OF  
SOUTHERN PLASTIC MOULDERS, INC.  
Kingsport, Tennessee



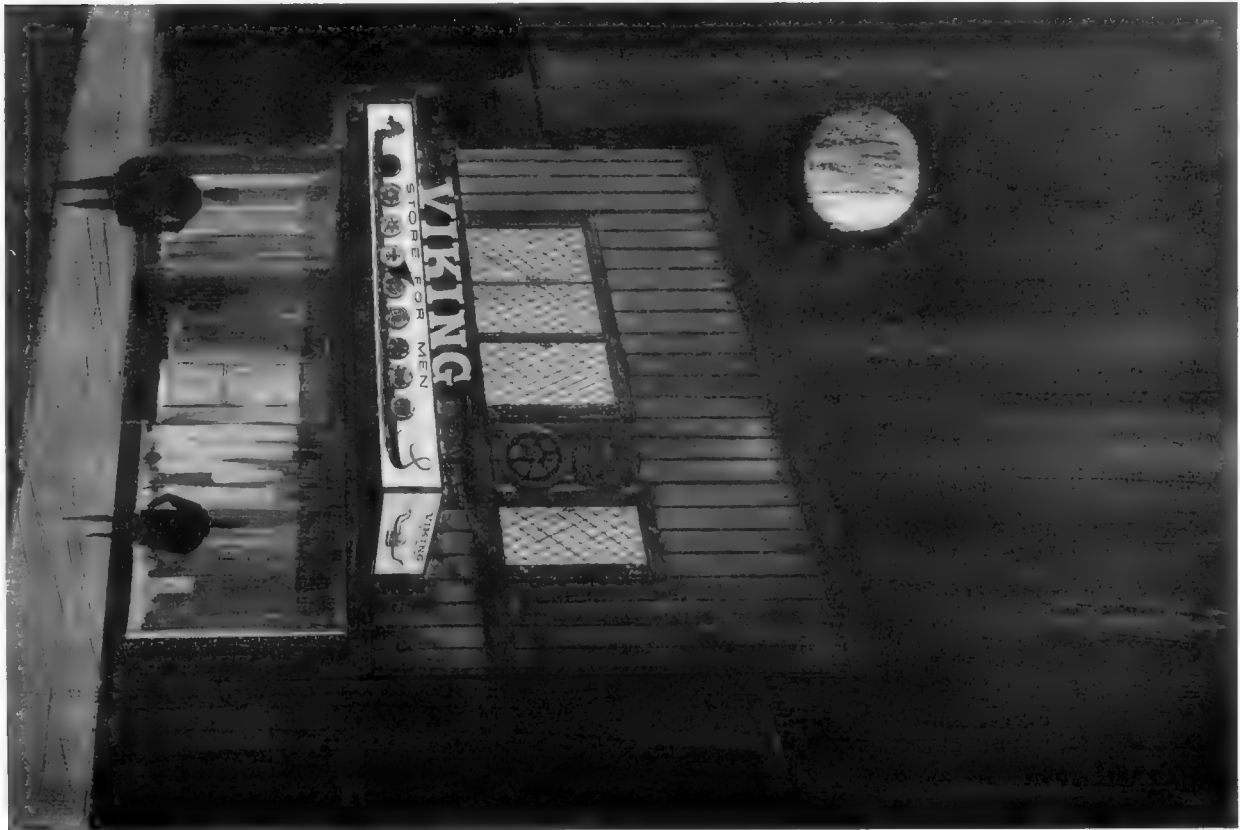
Murray McCullough  
HEATH & COMPANY  
Los Angeles, California

# MEN'S STORE

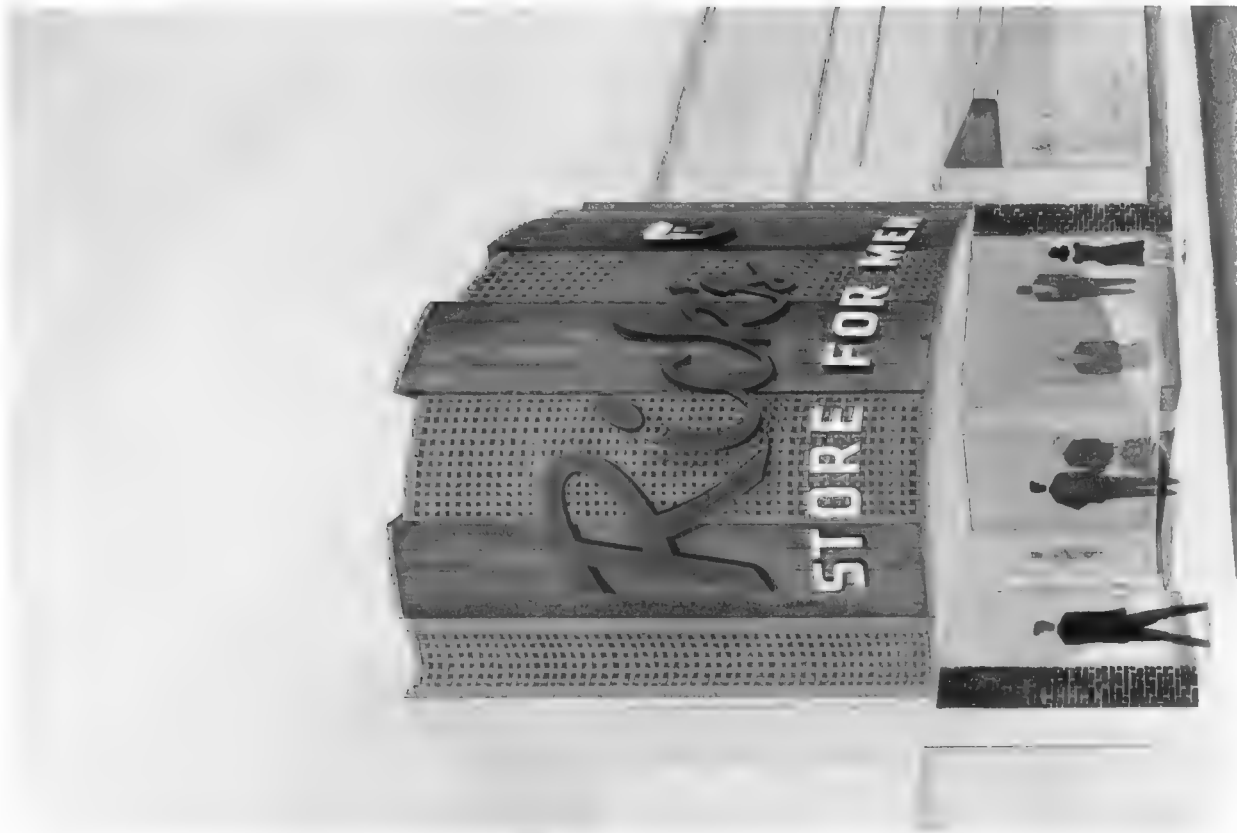
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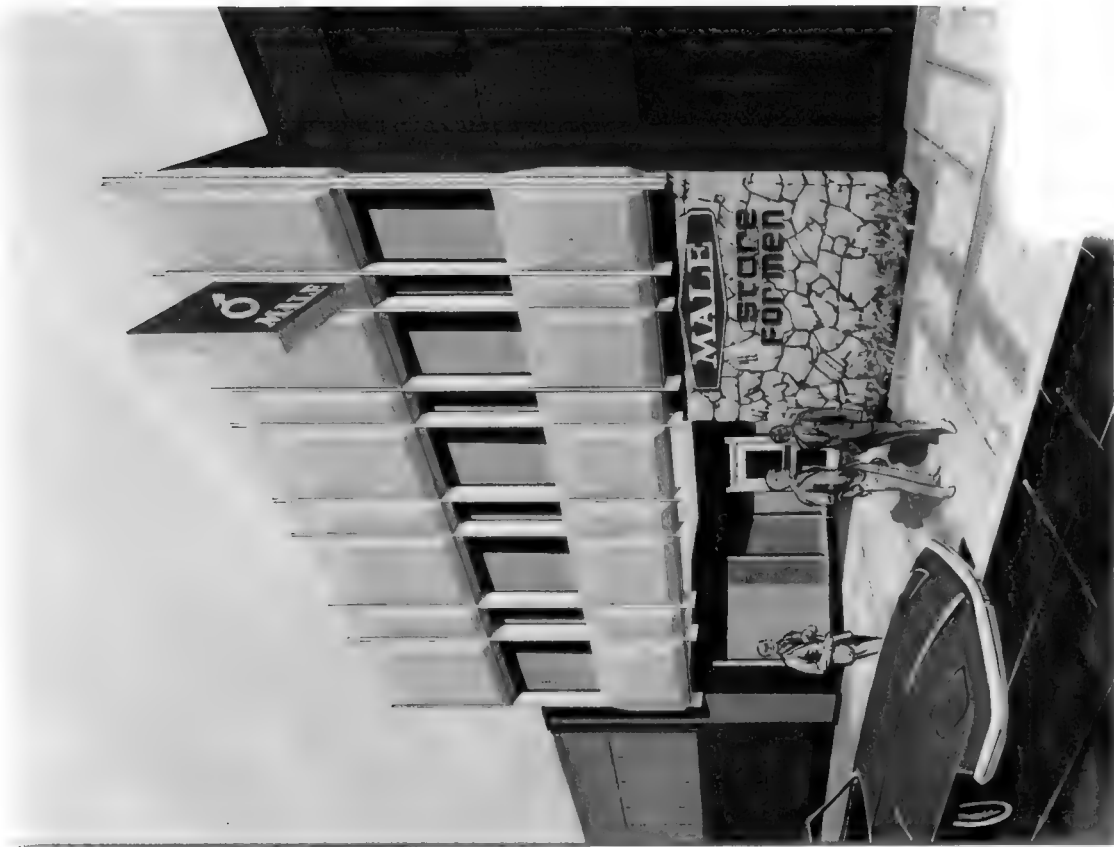
Frank T. Klein  
TRIPLE "A" SIGNS  
North Hollywood, California



Harry Platt  
ELECTRICAL PRODUCTS CONSOLIDATED  
Denver, Colorado



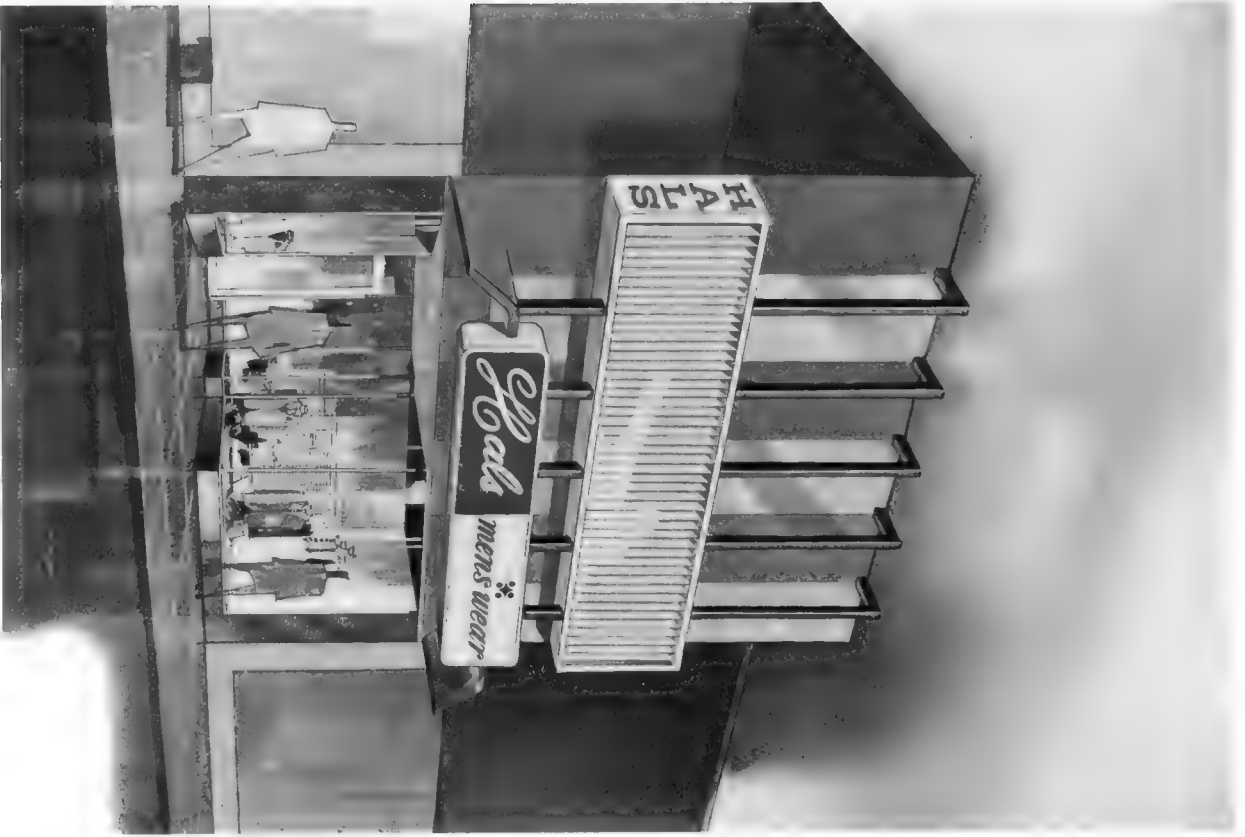
William X. Armendariz  
FEDERAL SIGN & SIGNAL CORP.  
Las Vegas, Nevada



Fred Matthewman  
NEON PRODUCTS OF CANADA LIMITED  
Winnipeg 19, Manitoba, Canada

# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



Don Kittel  
TRIPLE "A" SIGNS  
North Hollywood, California



Don R. Seitzer  
FEDERAL SIGN & SIGNAL CORP.  
Louisville, Kentucky



Herbert W. Truitt  
SAN DIEGO Q R S SIGNS  
San Diego, California



Phil Hammond  
KIRN SIGNS, INC.  
St. Louis, Missouri



# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



Joe Hornby  
ANNIS-WAY SIGNS LIMITED  
Orillia, Ont., Canada



Robert M. Oliphant  
NEON PRODUCTS OF CANADA LIMITED  
Vancouver, B.C., Canada



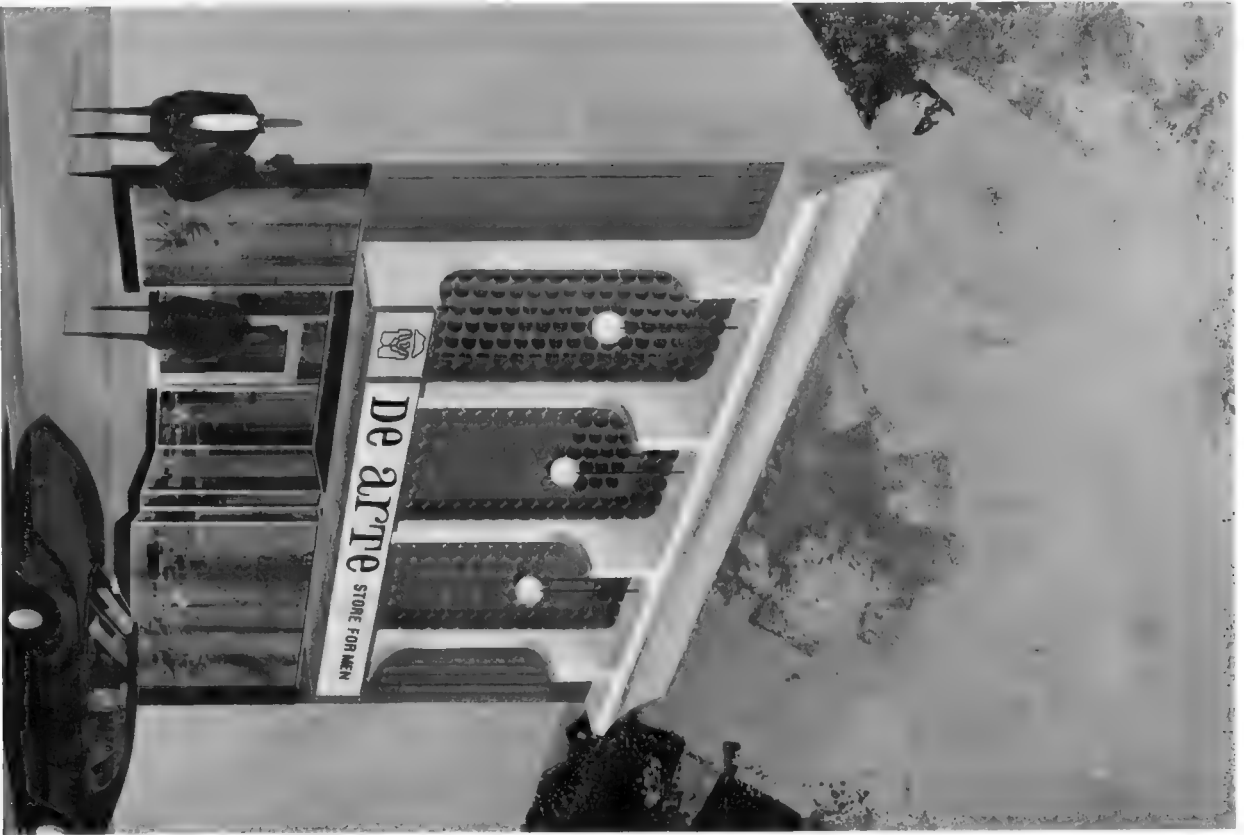
John S. Kruse  
FEDERAL SIGN & SIGNAL CORP.  
Blue Island, Illinois



Philip Zollner  
BRILLIANT ELECTRIC SIGN COMPANY  
Cleveland, Ohio

# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



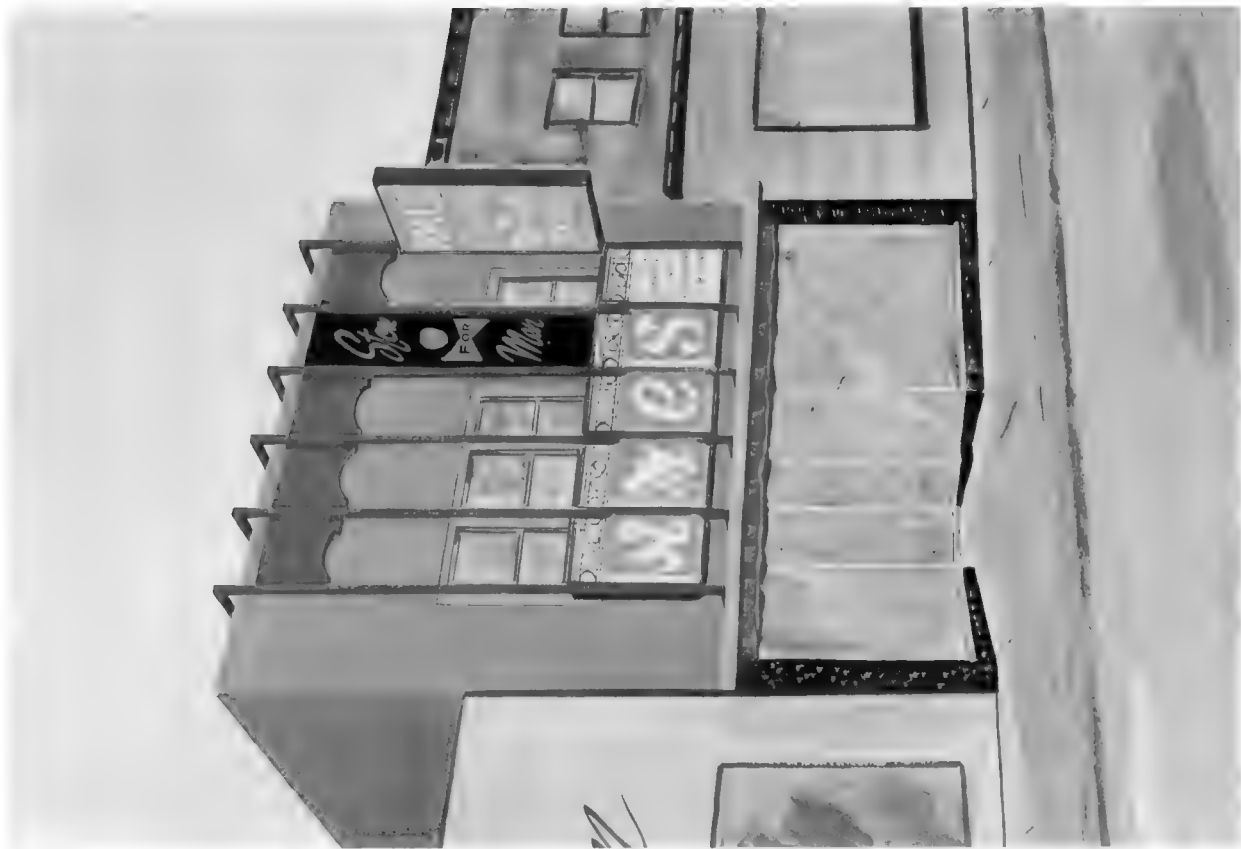
Joseph V. Goy  
FEDERAL SIGN & SIGNAL CORP.  
Los Angeles, California



Donald M. Smith  
MACEY NEON SIGNS LIMITED  
Cooksville, Ontario, Canada



John S. Kruse  
FEDERAL SIGN & SIGNAL CORP.  
Blue Island, Illinois



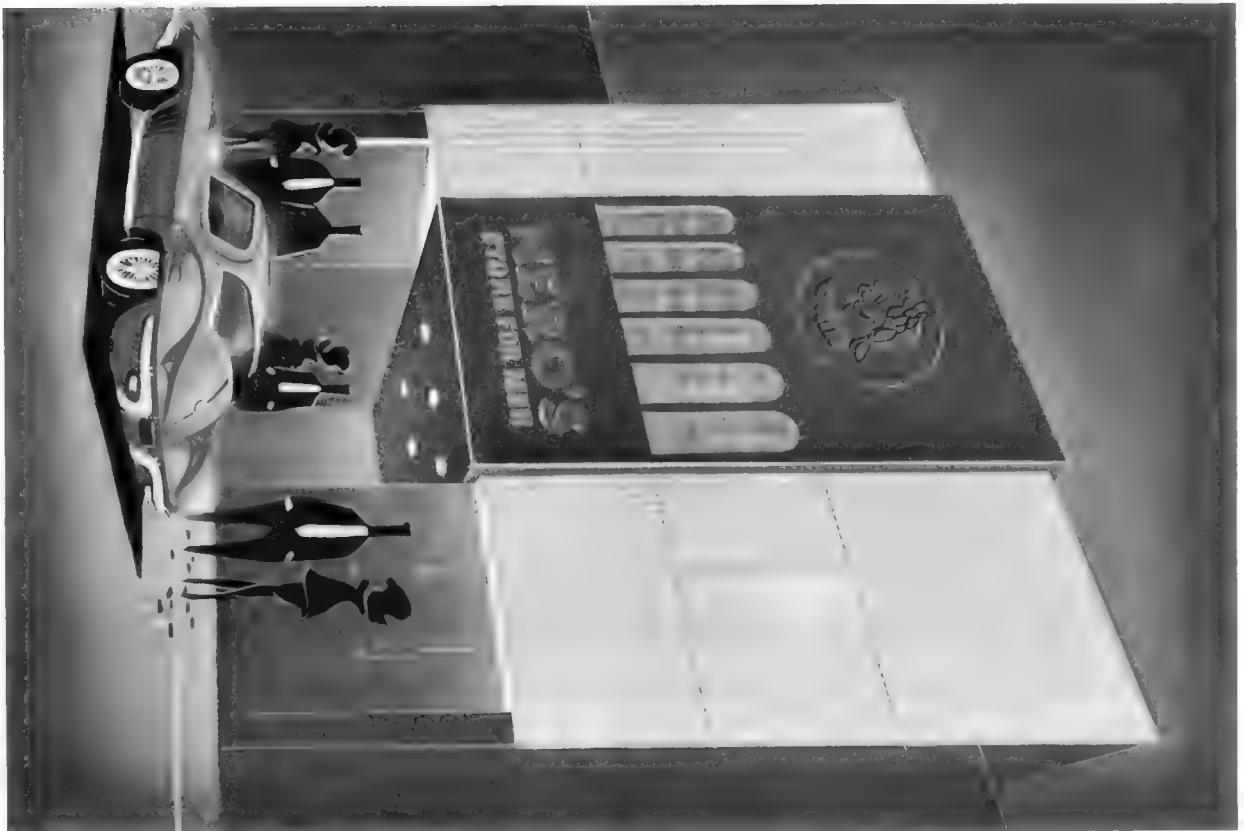
Philip Zollner  
BRILLIANT ELECTRIC SIGN COMPANY  
Cleveland, Ohio

# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



Joseph V. Gay  
FEDERAL SIGN & SIGNAL CORP.  
Los Angeles, California



Donald M. Smith  
MACEY NEON SIGNS LIMITED  
Cooksville, Ontario, Canada



Hugh W. Lok  
FEDERAL SIGN & SIGNAL CORP.  
Oakland, California



John S. Wilson  
HI-WAY SIGN CO., INC.  
Watertown, S. D.



# MEN'S STORE

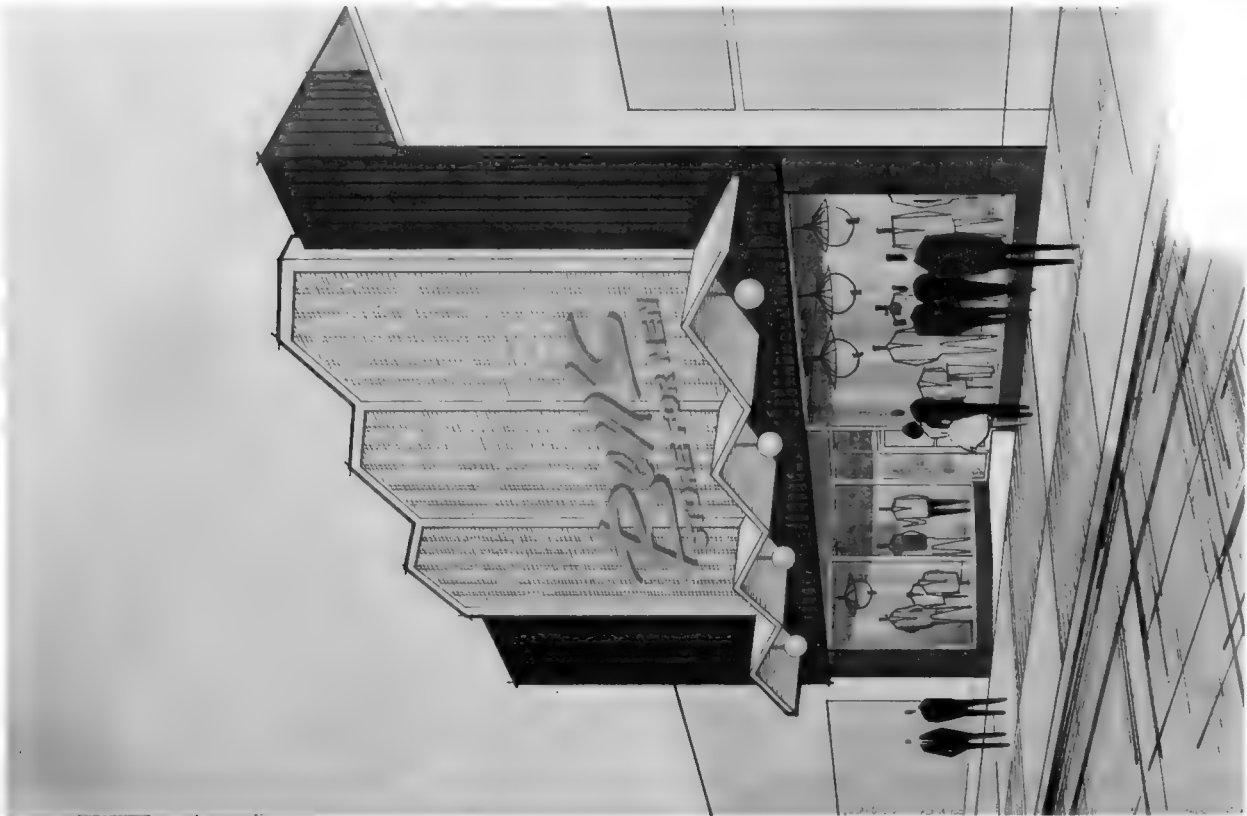
NESA ELECTRIC SIGN DESIGNS



Dolph Burton Grider  
BRILLIANT ELECTRIC SIGNS, INC.  
Cleveland, Ohio



R. Vance Garvin  
ALLEN DISPLAYS, INC.  
Greensboro, North Carolina



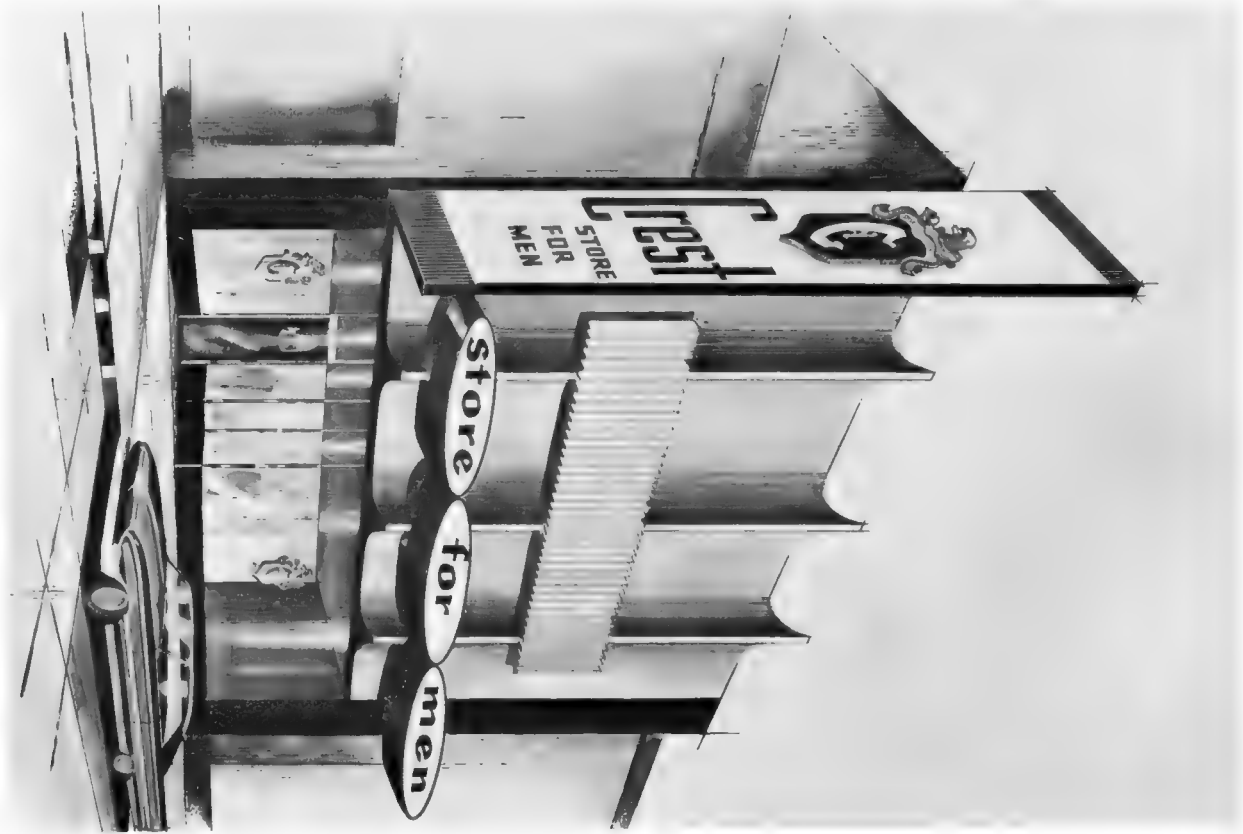
Norwood K. Caton  
MARTIN BROS. SIGNS, INC.  
Eugene, Oregon



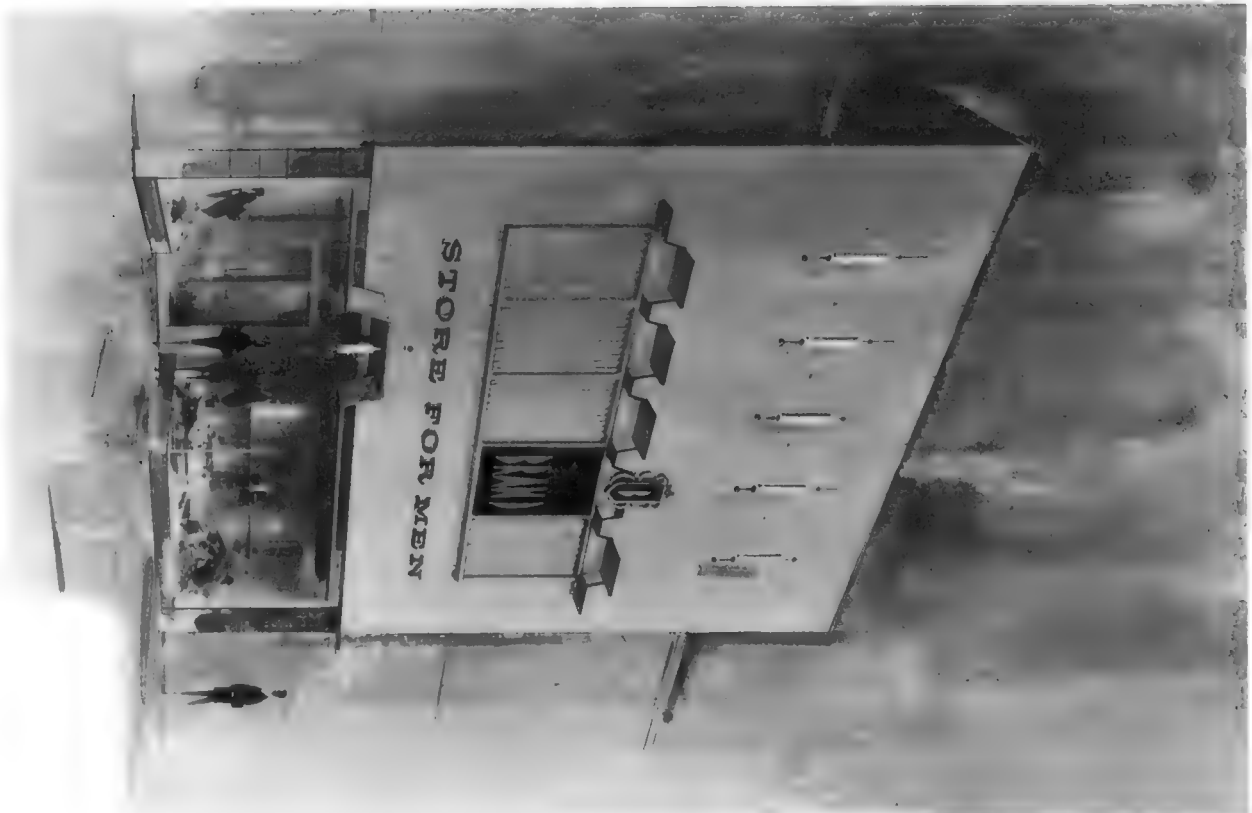
Joseph R. Vergara  
YOUNG ELECTRIC SIGN COMPANY  
Las Vegas, Nevada

# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



Fred C. Castellano  
GORDON NEON COMPANY  
Denver, Colorado



Stanley Dudek  
ARROW SIGN CO., INC.  
Chicago, Illinois

NESA ELECTRIC SIGN DESIGNS

MEN'S STORE



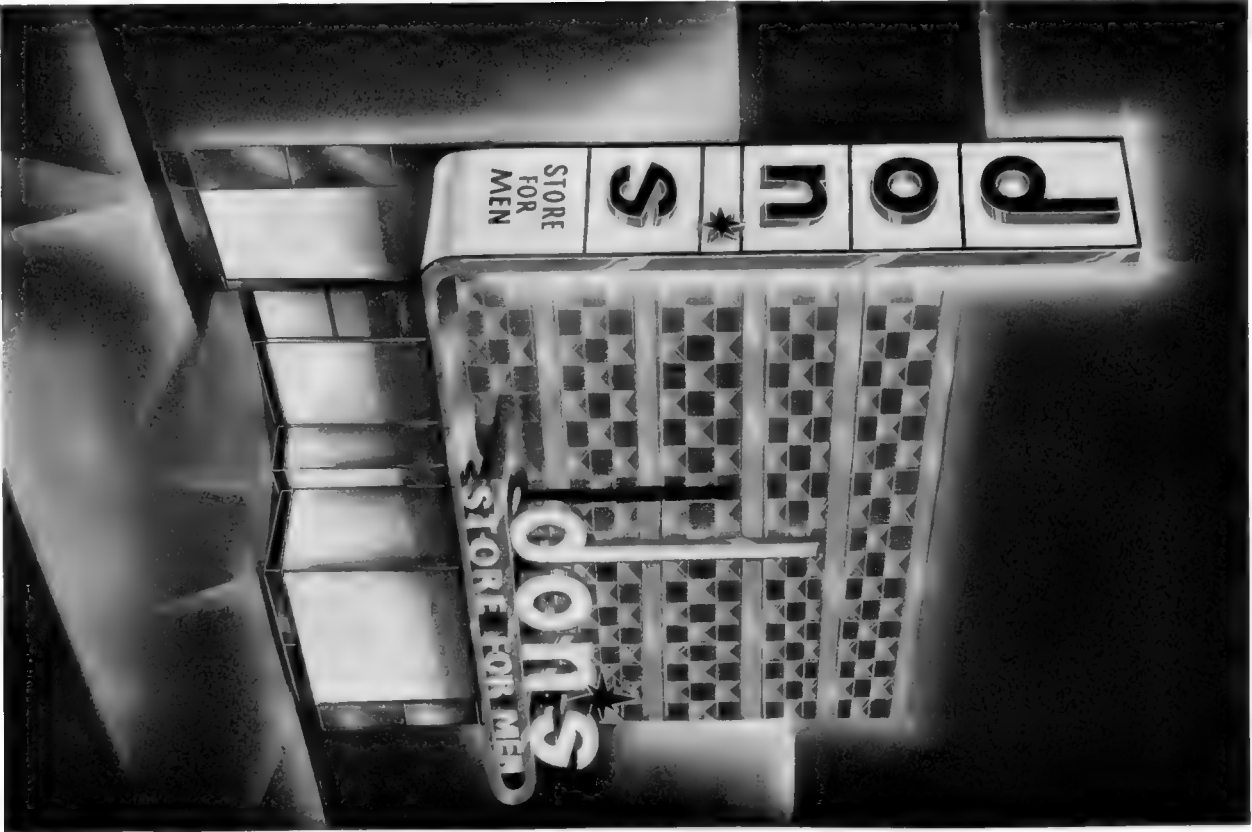
Joseph G. Syslo  
NEON PRODUCTS COMPANY, INC.  
Omaha, Nebraska



Mrs. Juanita McDonough  
FEDERAL SIGN & SIGNAL CORP.  
Los Angeles, California

# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



Norman A. Rosentrefer  
WALTON NEON SIGN CO.  
Corpus Christi, Texas



John Andrew Kohar  
HANOVER MFG., INC.  
Columbus, Ohio



Wayne Frey  
HANOVER MANUFACTURING, INC.  
Columbus, Ohio

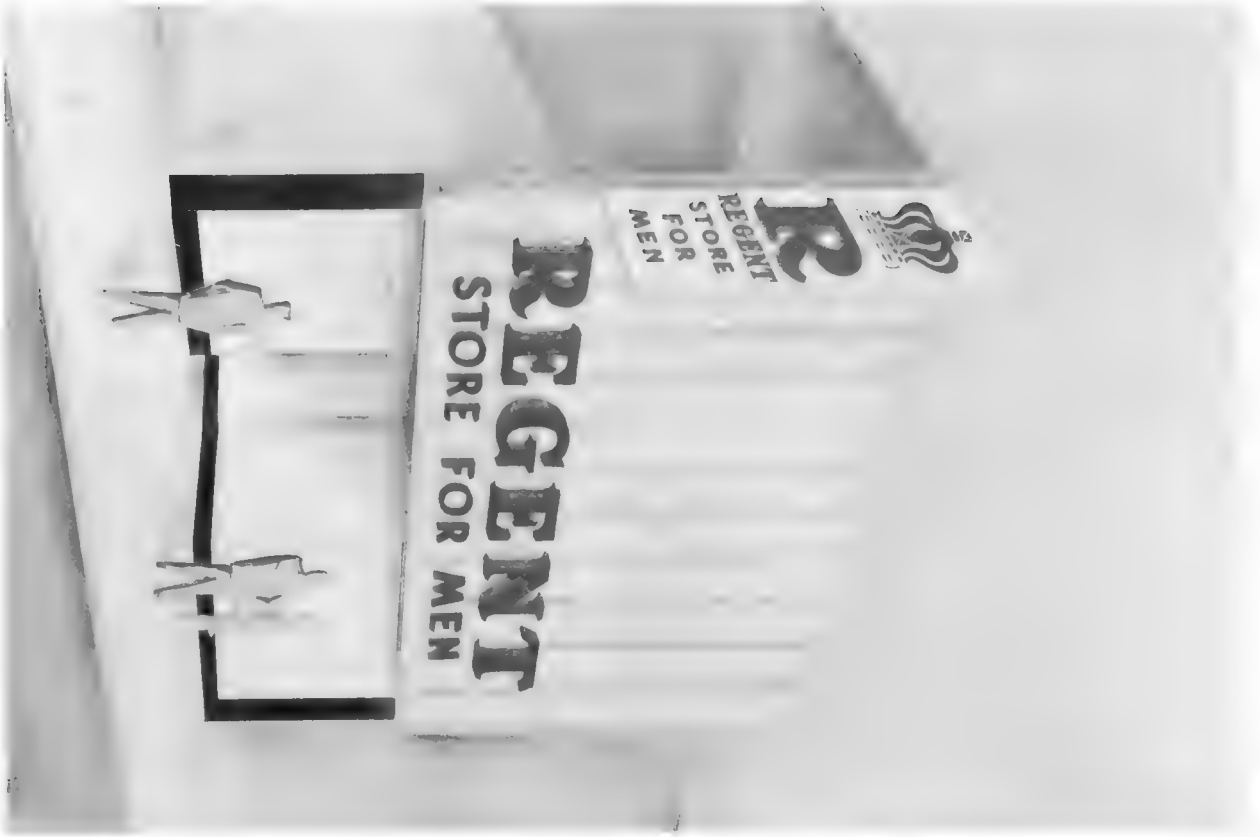


Pete J. Llewelyn  
HEATH & CO.  
Los Angeles, California



# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



A. T. Brandt  
PENINSULAR SIGN CO.  
St. Petersburg, Florida



Joseph N. Major  
HANOVER MANUFACTURING, INC.  
Columbus, Ohio



Dietmar E. Falk  
BLANCHETT NEON LIMITED  
Edmonton, Alberta, Canada

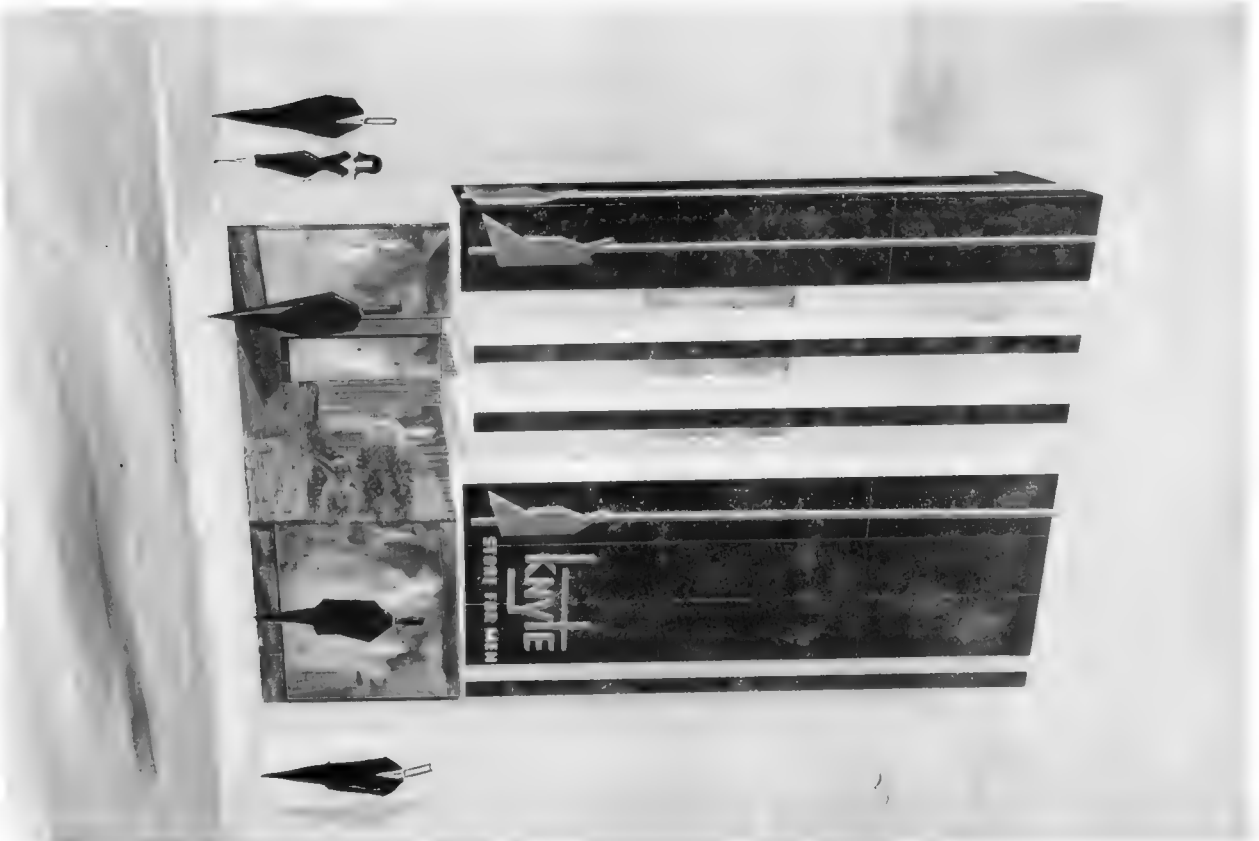


George Thompson  
UNIVERSITY SIGN COMPANY  
Dorchester, Massachusetts

# MEN'S STORE



Calvin M. Shimoaka  
Q R S NEON CORPORATION  
Los Angeles, California



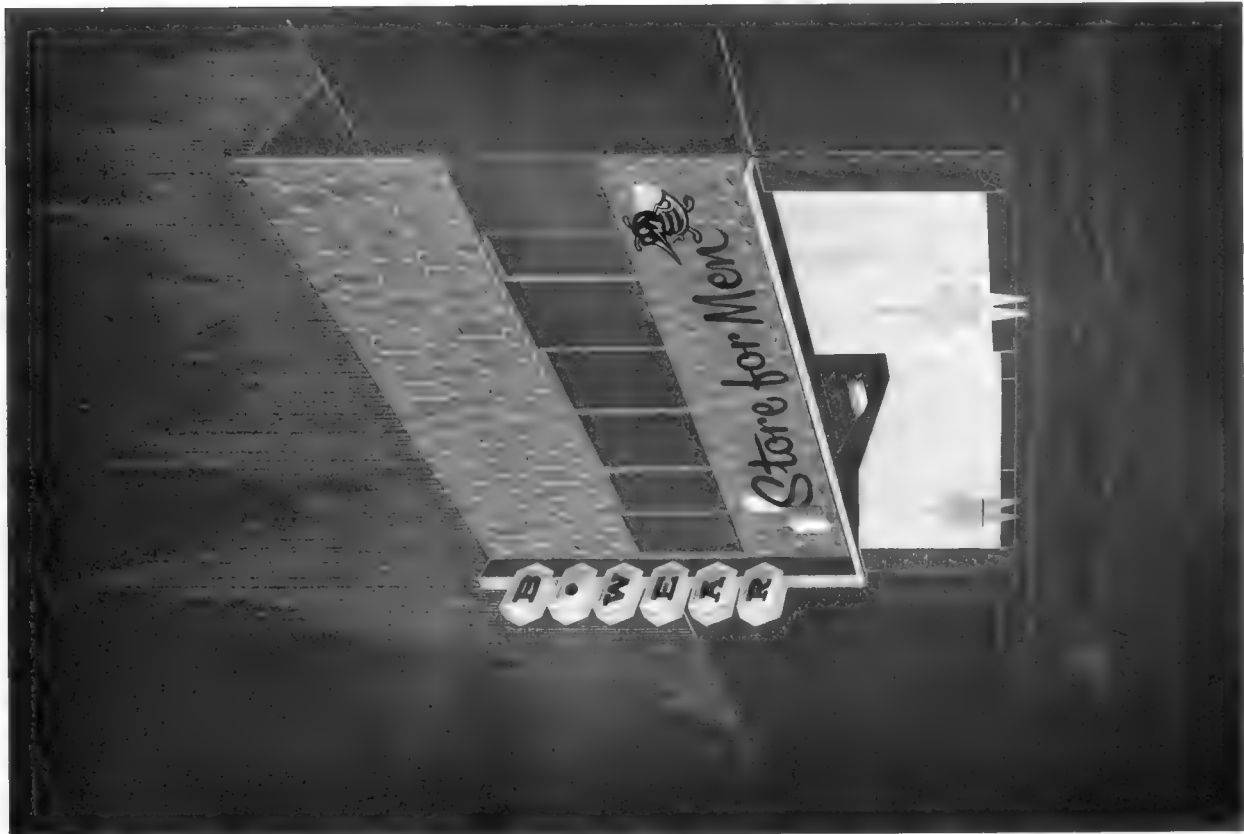
Tommy Ferrell  
CUMMINGS & CO., INC.  
Nashville, Tennessee

NESA ELECTRIC SIGN DESIGNS

MEN'S STORE



Alan W. Sudbury  
NEON PRODUCTS OF CANADA  
Scarborough, Ontario, Canada



Larry M. Simmons  
BOXELL SIGN ADVERTISING COMPANY  
Muncie, Indiana

# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



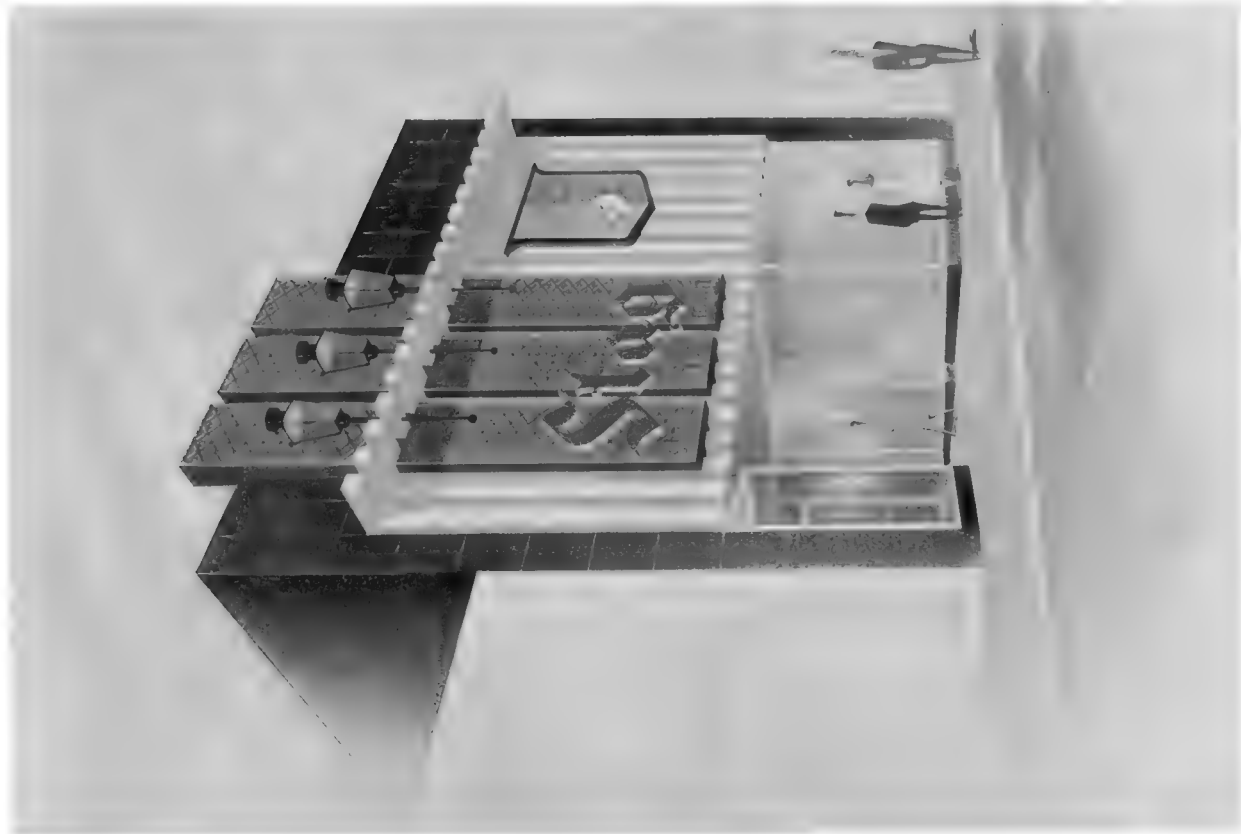
Leo Delano  
FEDERAL SIGN & SIGNAL CORP.  
Portland, Oregon



John Toth  
NEON PRODUCTS OF CANADA LIMITED  
London, Ontario, Canada



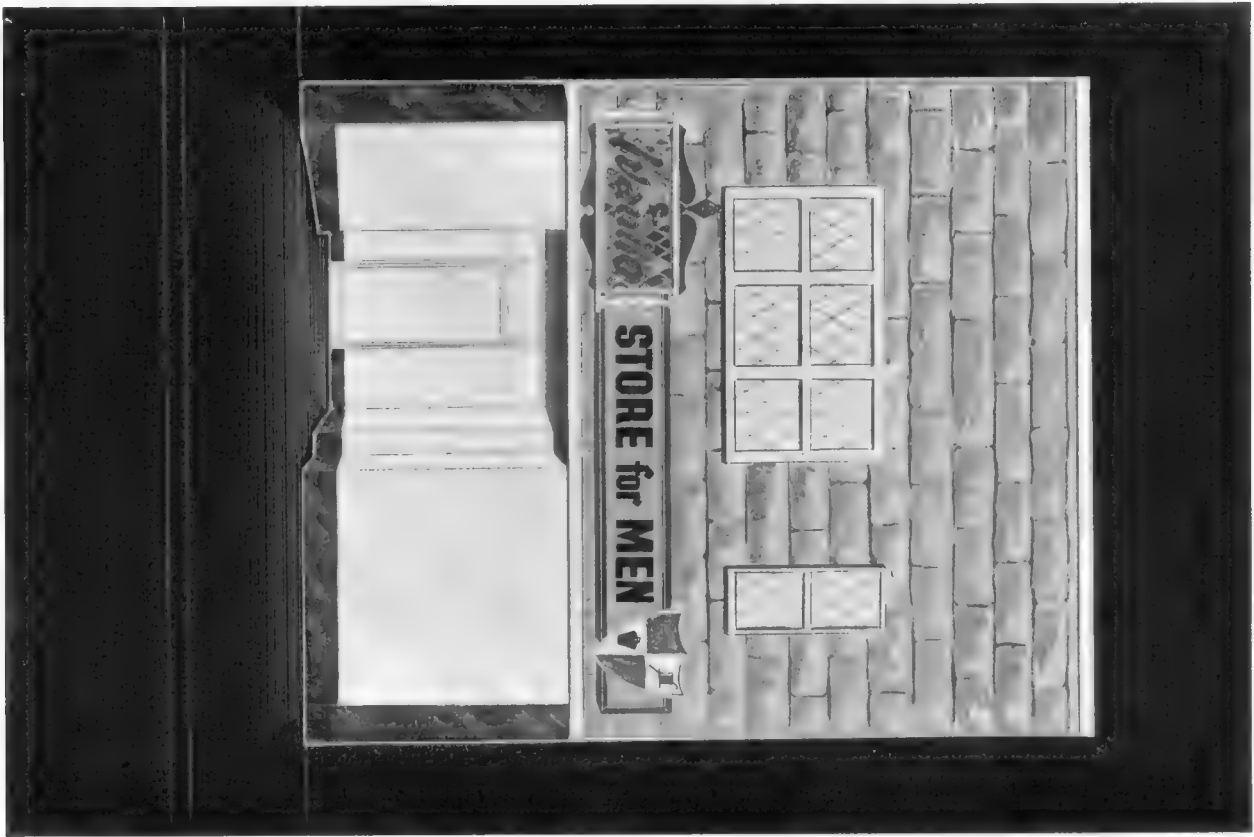
Raymond L. Herness  
FEDERAL SIGN & SIGNAL CORP.  
Sacramento, California



Fred Hardy  
ELECTRICAL PRODUCTS CONSOLIDATED  
Billings, Montana



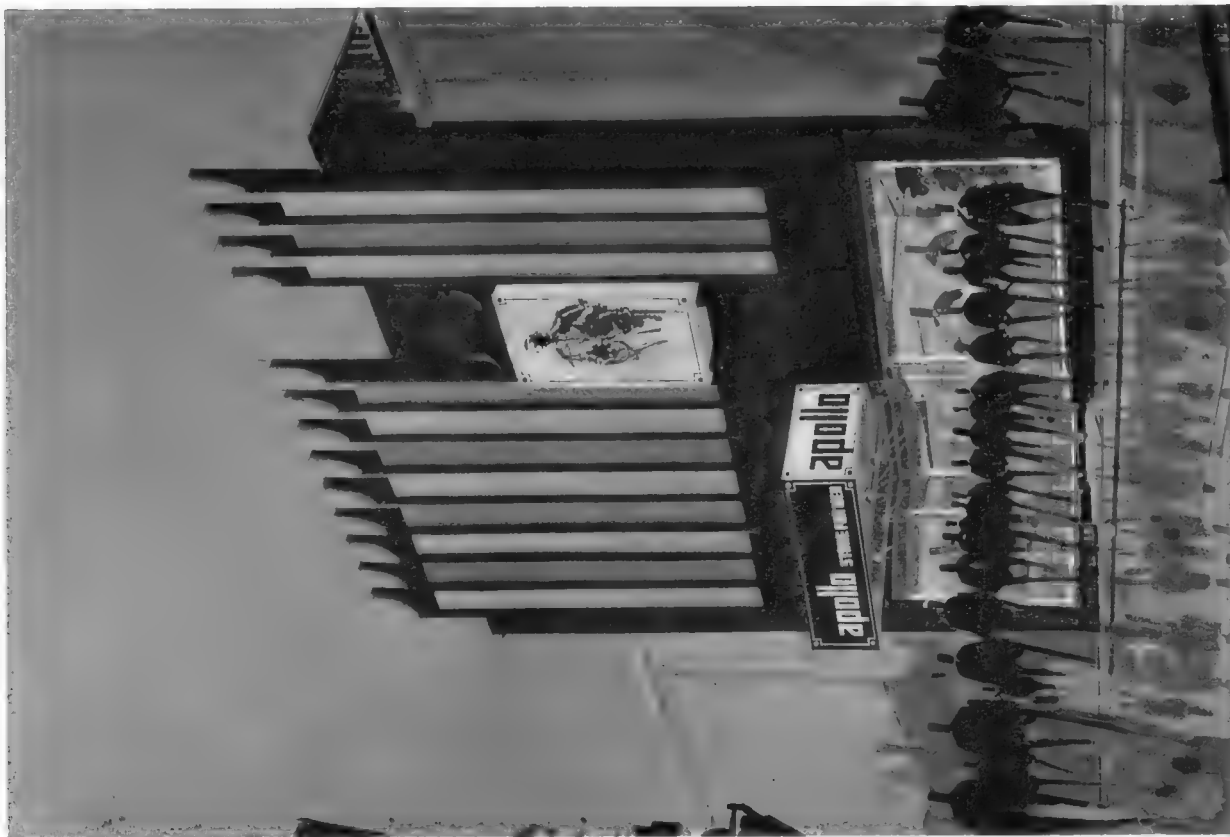
MEN'S STORE



Robert Lamb  
RADDING SIGNS  
Springfield, Massachusetts



Wilbert W. Wagner  
UNIVERSAL SIGNS LTD.  
Winnipeg 21, Manitoba, Canada



John Nicolini  
FEDERAL SIGN & SIGNAL CORP.  
Oakland, California



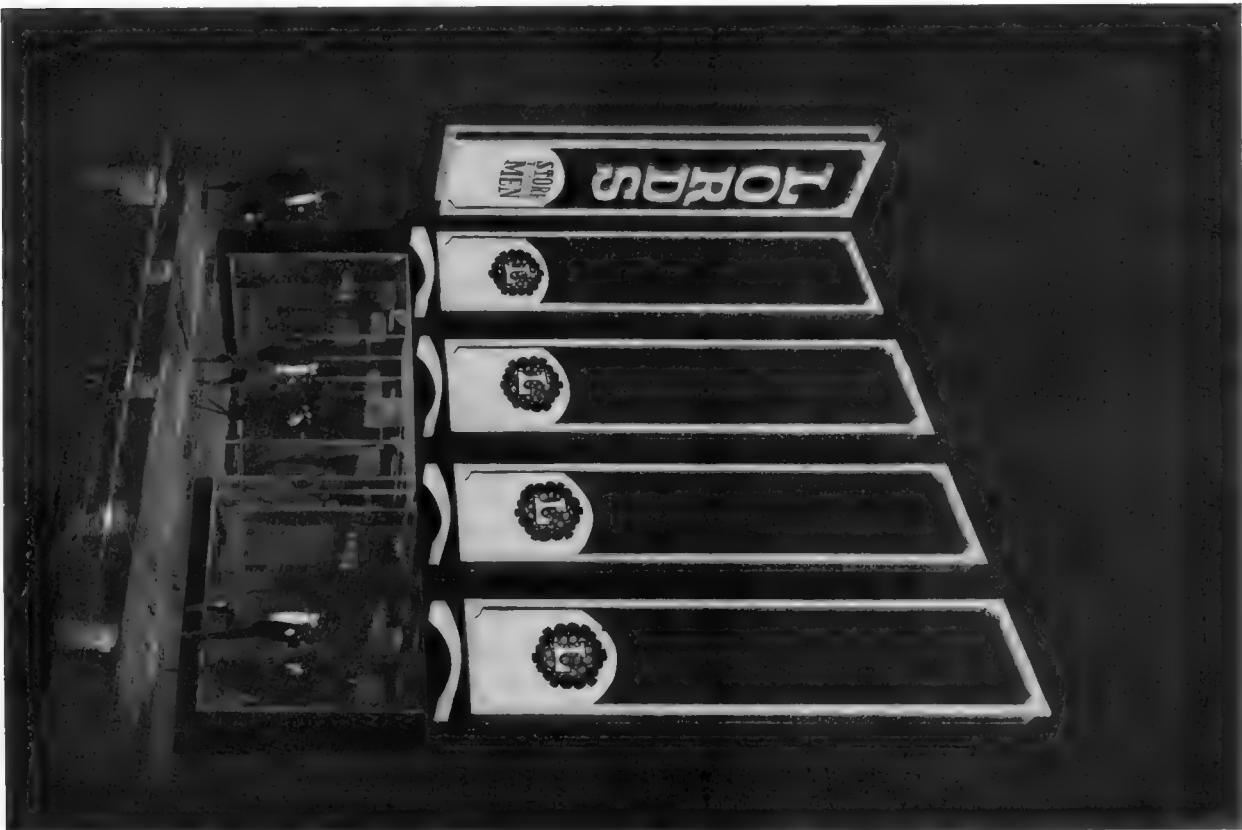
Tom Runkle  
FEDERAL SIGN & SIGNAL CORP.  
Eugene, Oregon

# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



Jack Golden  
NEBRASKA NEON SIGN CO.  
Lincoln, Nebraska



Leonard E. Swanson  
HEATH NORTHWEST, INC.  
Seattle, Washington



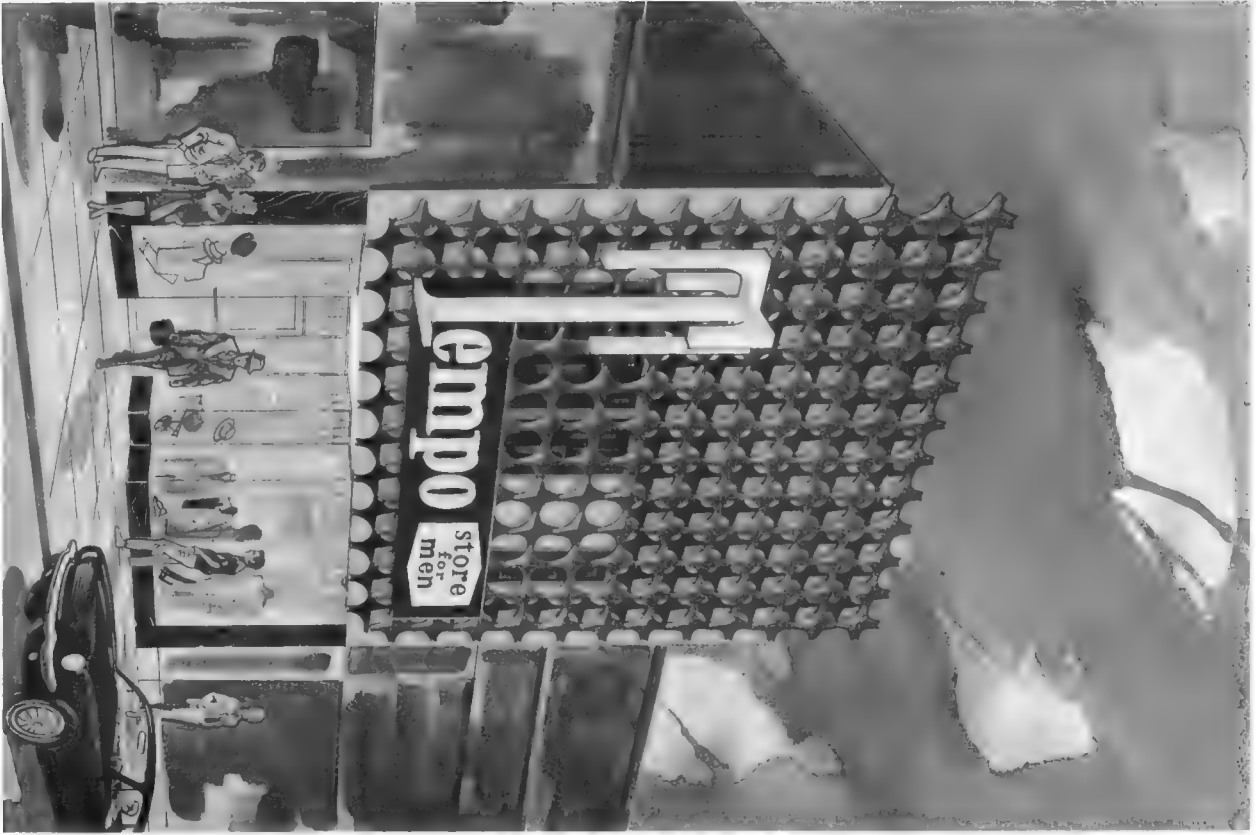
Roberto Herrera  
DEMERS NEON & ELECTRIC LIMITED  
Ottawa 3, Ontario, Canada



Vladi Vagels  
NEON PRODUCTS OF CANADA LIMITED  
Winnipeg, Manitoba, Canada

# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



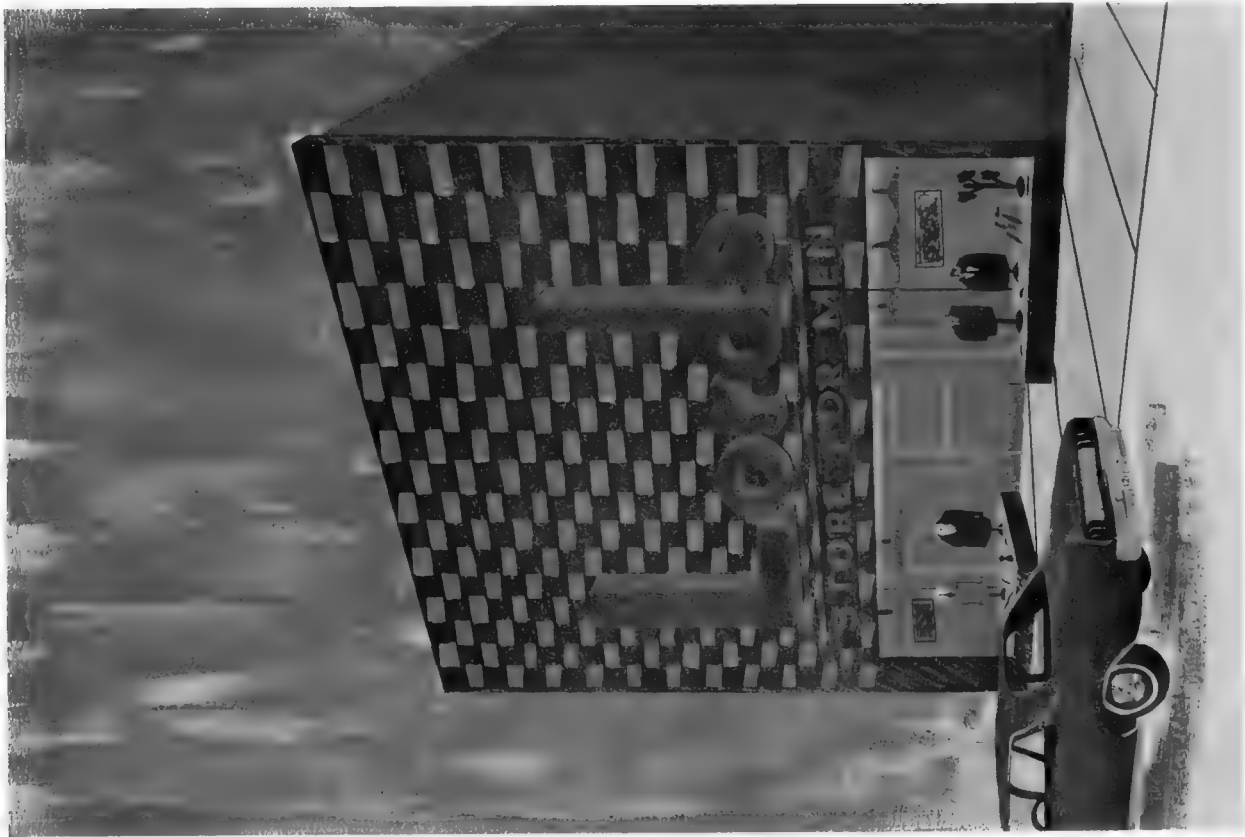
Del Criteser  
ELECTRICAL PRODUCTS CONSOLIDATED  
Seattle, Washington



Guy Leese  
LEVIN NEON COMPANY  
Atlanta, Georgia

NESA ELECTRIC SIGN DESIGNS

MEN'S STORE



Donald Nicholas  
CITY SIGN COMPANY  
Tacoma, Washington



John S. Pryce  
NEON PRODUCTS OF CANADA LTD.  
Scarborough, Ontario, Canada



# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



Robert W. Abbott  
THE BLOMMEL SIGN COMPANY  
Dayton, Ohio



William R. Deno  
ELECTRICAL PRODUCTS CONSOLIDATED  
Denver, Colorado

NESA ELECTRIC SIGN DESIGNS

MEN'S STORE



George Nanos  
BAYLISS NEON SIGN COMPANY LIMITED  
Victoria, B.C., Canada



Robert T. Gilkey  
FEDERAL SIGN & SIGNAL CORP.  
San Francisco, California

# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



Leonard Crump  
E. L. RUDDY CO., LTD.  
Toronto 15, Ontario, Canada



Ernest F. Ohlhauser  
FEDERAL SIGN & SIGNAL CORP.  
Des Plaines, Illinois

NESA ELECTRIC SIGN DESIGNS

MEN'S STORE



Frank Bernoties  
NEON PRODUCTS OF CANADA LIMITED  
London, Ontario, Canada



Henry Drexhage  
FEDERAL SIGN & SIGNAL CORP.  
San Francisco, California

# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



Gary R. Meyers  
FEDERAL SIGN & SIGNAL CORP.  
Tucson, Arizona



John W. Aiken  
SUPERIOR NEON SIGN COMPANY  
Urbana, Illinois



J. Messett, Jr.  
MARV-EON SIGNS  
Saskatoon, Saskatchewan, Canada



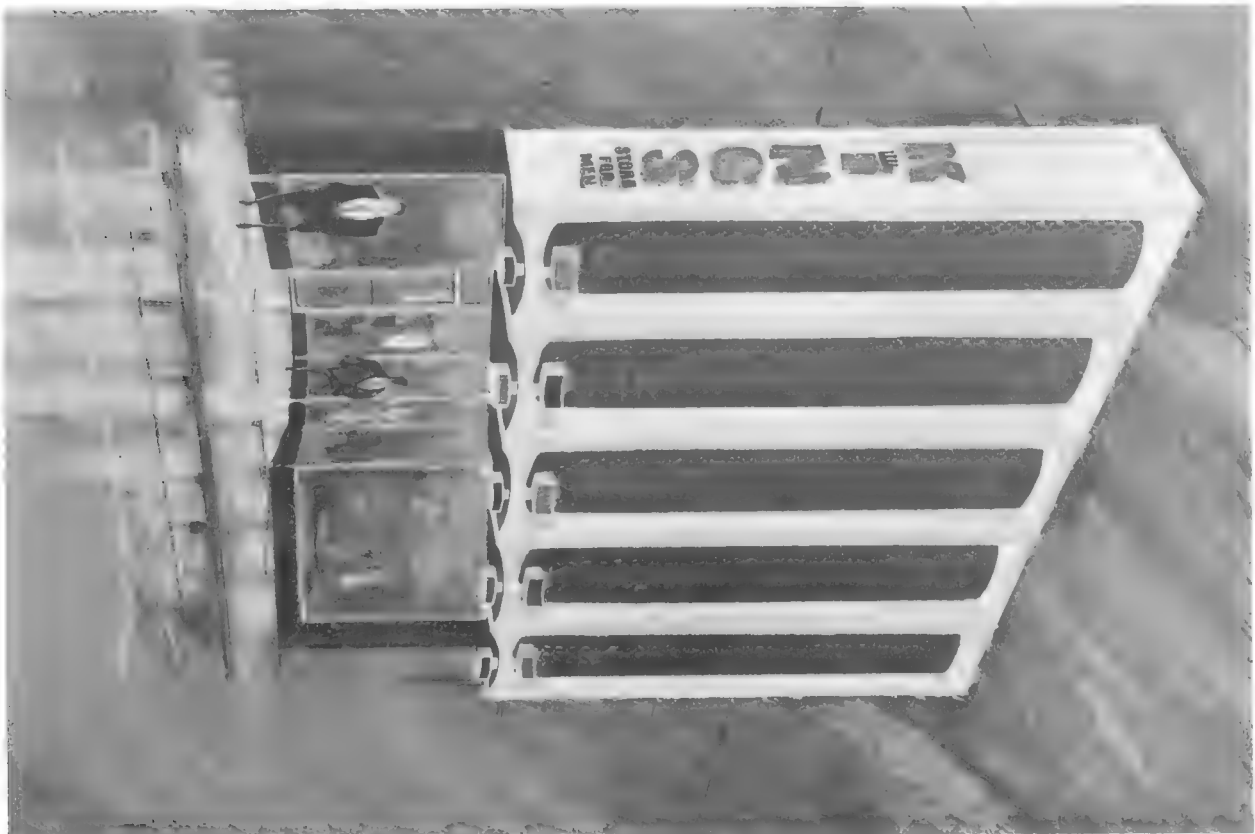
L. Guerin  
FEDERAL SIGN & SIGNAL CORP.  
Bakersfield, California



# MEN'S STORE



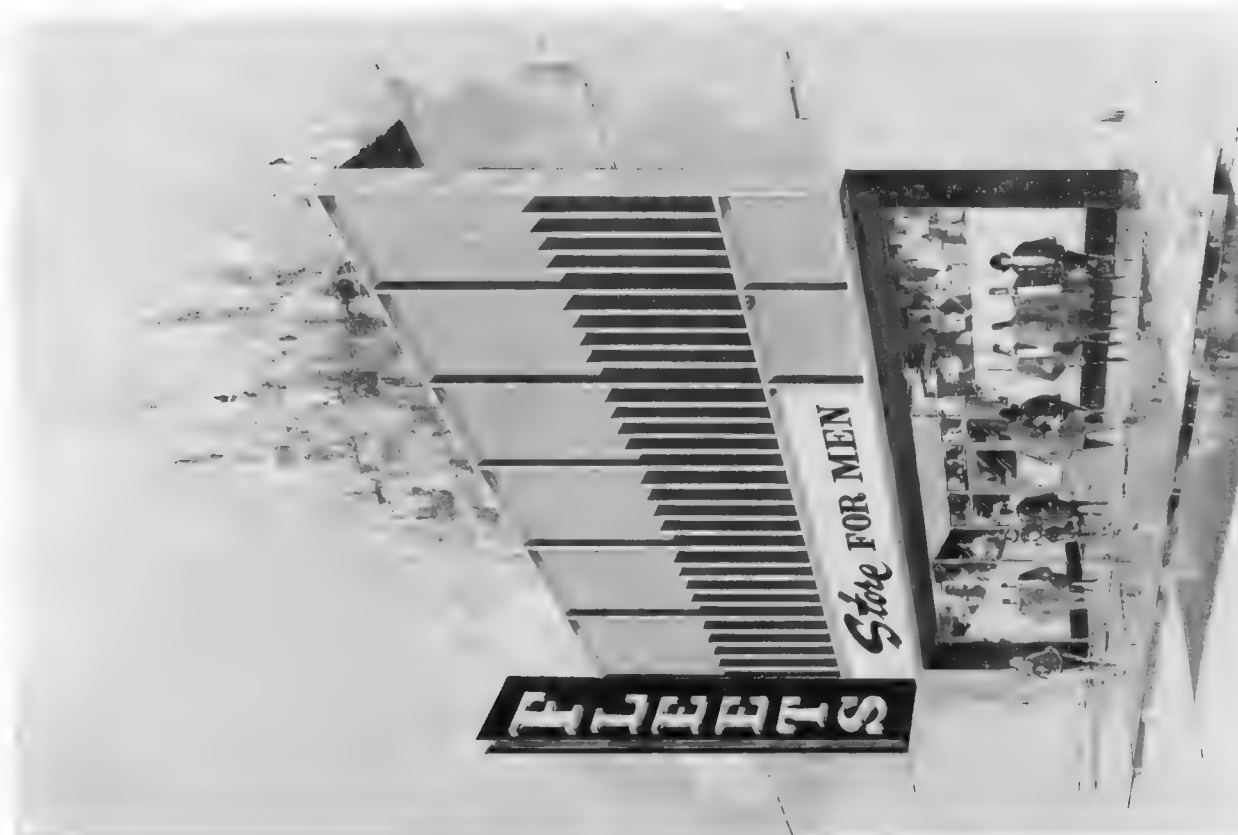
F. A. Dunlap  
WALLACE NEON LTD.  
Vancouver 4, B.C., Canada



Glenn Garner  
HEATH NORTHWEST, INC.  
Seattle, Washington



Donald Sharp  
NEON PRODUCTS OF CANADA LTD.  
Scarborough, Ontario, Canada



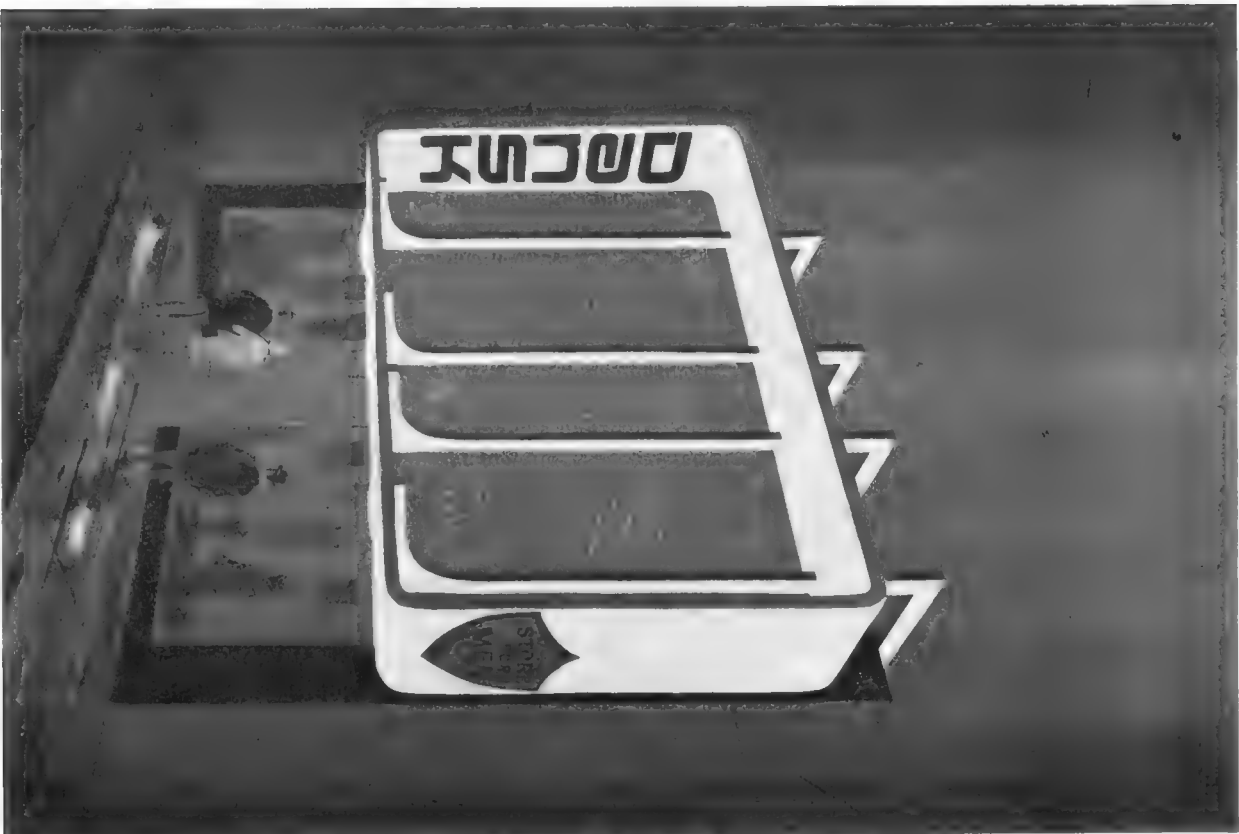
Harry Aldis  
NEON PRODUCTS OF CANADA, LTD.  
Victoria, B.C., Canada

# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



Bill Wright  
 TYSON & VAN OUTDOOR ADVERTISING  
 Myrtle Beach, S. C.



Alfred V. Deville  
 HEATH NORTHWEST, INC.  
 Seattle, Washington



Elgin J. Kostynuk  
NEON PRODUCTS OF CANADA LTD.  
Edmonton, Alberta, Canada



Dik Jamison  
ELECTRICAL PRODUCTS CONSOLIDATED  
Seattle, Washington

# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



Val Tenuito  
ELECTRICAL PRODUCTS CONSOLIDATED  
Seattle, Washington



Robert J. Barron  
NEON PRODUCTS OF CANADA LTD.  
Scarborough, Ontario, Canada



Norman Treinish  
FEDERAL SIGN & SIGNAL CORP.  
Philadelphia, Pa.

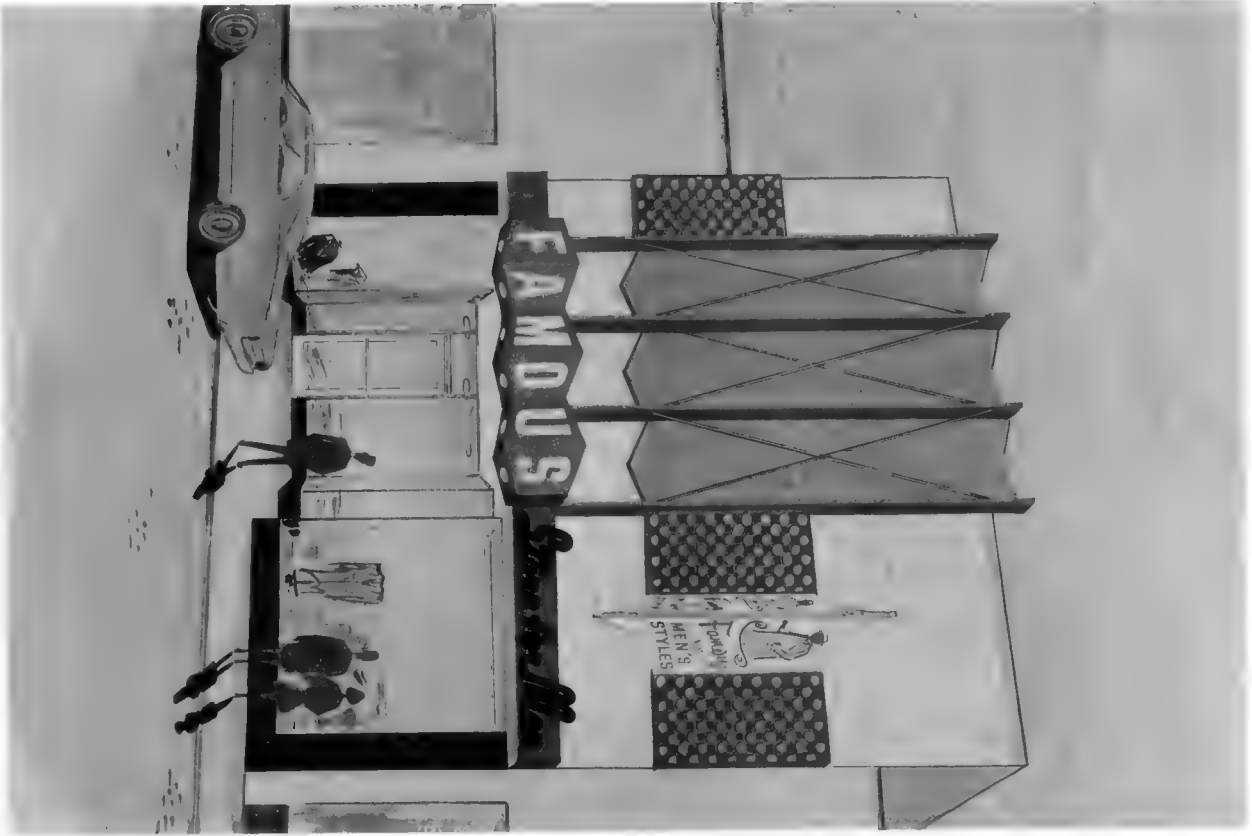


Lance Kent  
FEDERAL SIGN & SIGNAL CORP.  
San Bernardino, California



# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



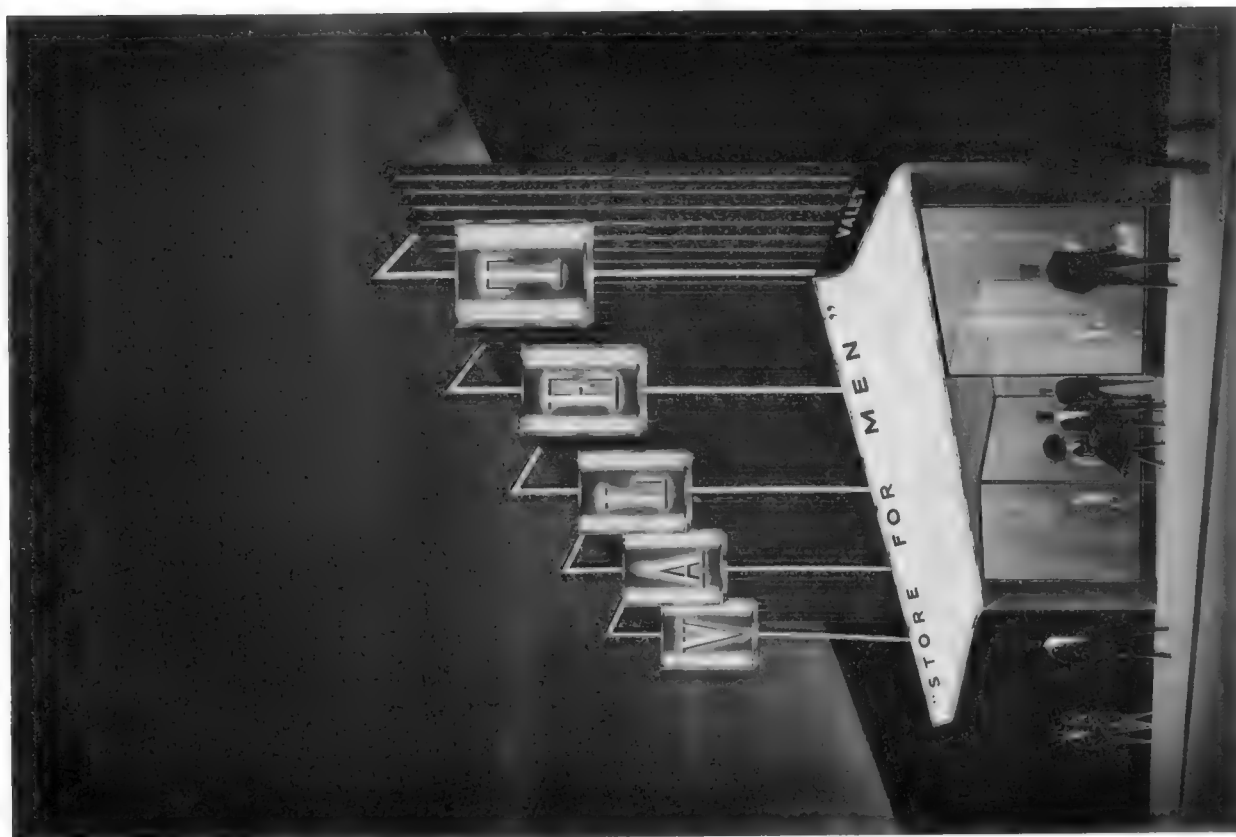
R. J. Iverson  
BAYLISS NEON SIGN CO., LTD.  
Victoria, B.C., Canada



Dennis N. Coles  
NEON PRODUCTS OF CANADA LTD.  
Scarborough, Ontario, Canada



Frank A. Tenuta  
TUBE-ART DISPLAYS, INC.  
Seattle, Washington

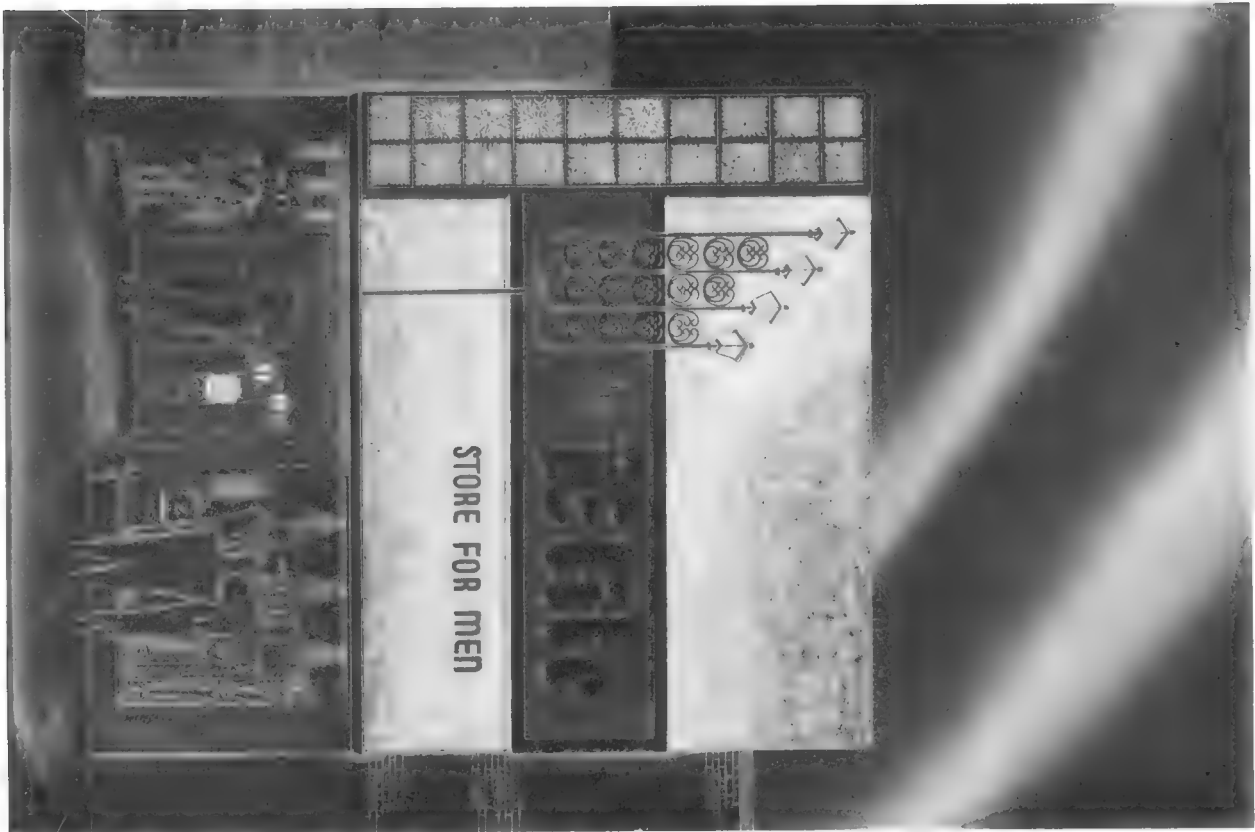


Barry Hodson  
WALLACE NEON LTD.  
Vancouver 4, B.C., Canada

# MEN'S STORE



John Richards  
FEDERAL SIGN & SIGNAL CORP.  
Reno, Nevada



Ronald W. Grant  
C. A. GRANT & SONS, INC.  
Madison, Wisconsin



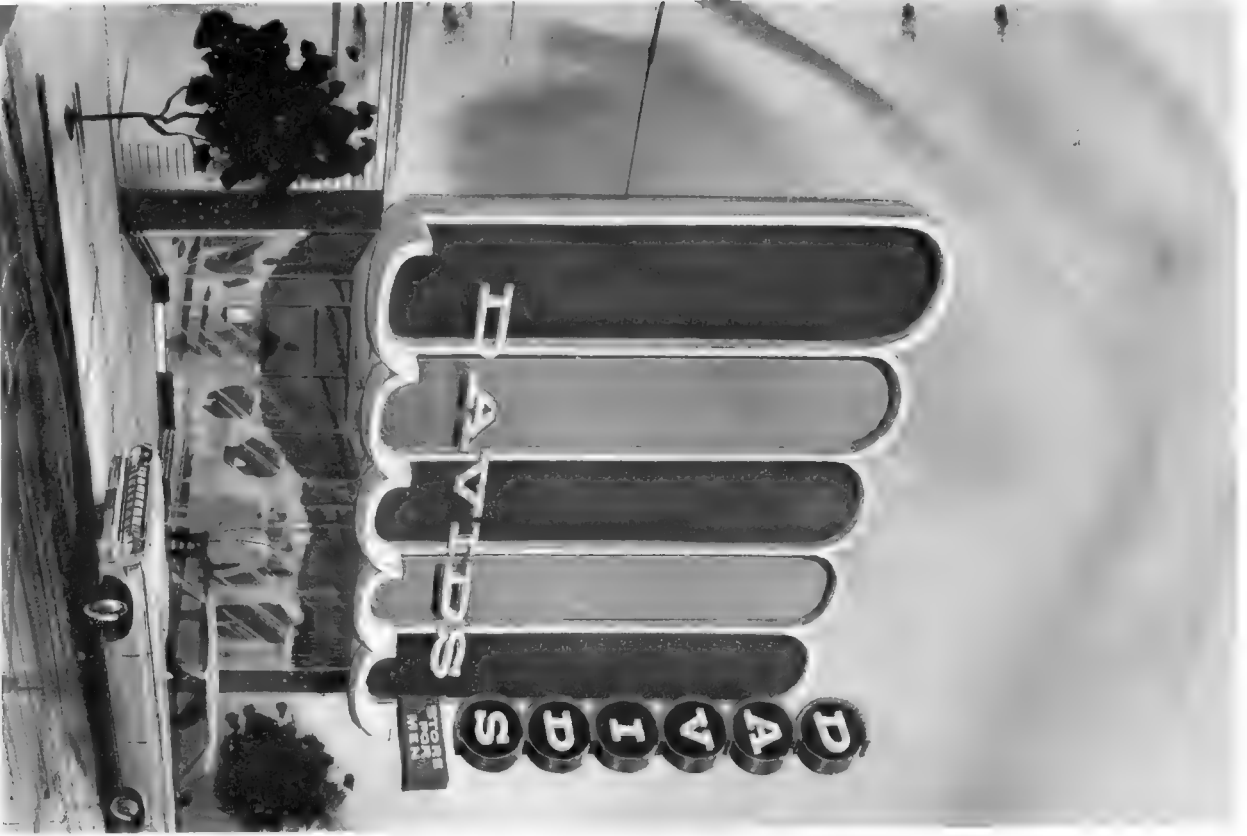
Robert T. Hietala  
HEATH & CO.  
Los Angeles, California



Mike Daumer  
FEDERAL SIGN & SIGNAL CORP.  
Blue Island, Illinois

# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



Shone M. Martinez  
FEDERAL SIGN & SIGNAL CORP.  
San Francisco, California



Gary Hoffman  
GORDON NEON COMPANY  
Denver, Colorado

NESA ELECTRIC SIGN DESIGNS

MEN'S STORE



William Huffman  
FEDERAL SIGN & SIGNAL CORP.  
Indianapolis, Indiana



Ed White  
Q R S NEON CORPORATION  
Los Angeles, California



# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



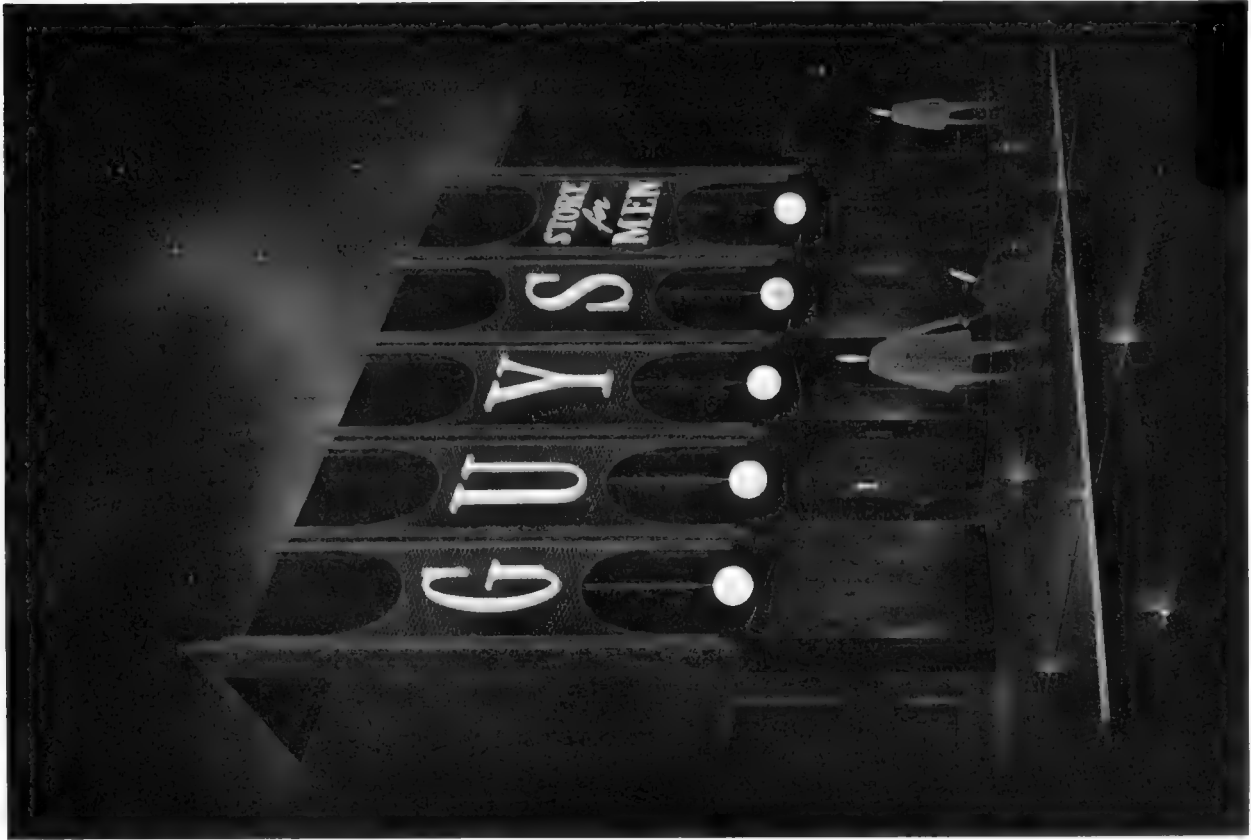
Howard Snapp  
FRESNO NEON SIGN CO., INC.  
Fresno, California



Douglas A. Collins  
WHITE WAY ELECTRIC SIGN CO.  
Chicago, Illinois

NESA ELECTRIC SIGN DESIGNS

MEN'S STORE



Edward C. King  
MARTIN BROS. SIGNS, INC.  
Eugene, Oregon



Glen L. Guyett  
MYERS-LEIBER SIGN CO., INC.  
Phoenix, Arizona

MEN'S STORE



Dean Salvesson  
ELECTRICAL PRODUCTS CONSOLIDATED  
Casper, Wyoming



Arthur Friess  
FEDERAL SIGN & SIGNAL CORP.  
Blue Island, Illinois

NESA ELECTRIC SIGN DESIGNS

MEN'S STORE



Delbert T. Boyer  
THE GOODYEAR TIRE AND RUBBER CO.  
Akron, Ohio

Dennis V. Harriman  
ELECTRICAL PRODUCTS CONSOLIDATED  
Rapid City, South Dakota



MEN'S STORE



Tony Mastadonna  
BRILLIANT ELECTRIC SIGNS, INC.  
Cleveland, Ohio



Wayne Tennant  
QRS NEON CORPORATION  
Los Angeles, California



Robert Barnett  
HEATH & COMPANY  
Los Angeles, California

Frank D. Crain  
ELECTRICAL PRODUCTS CONSOLIDATED  
Spokane, Washington



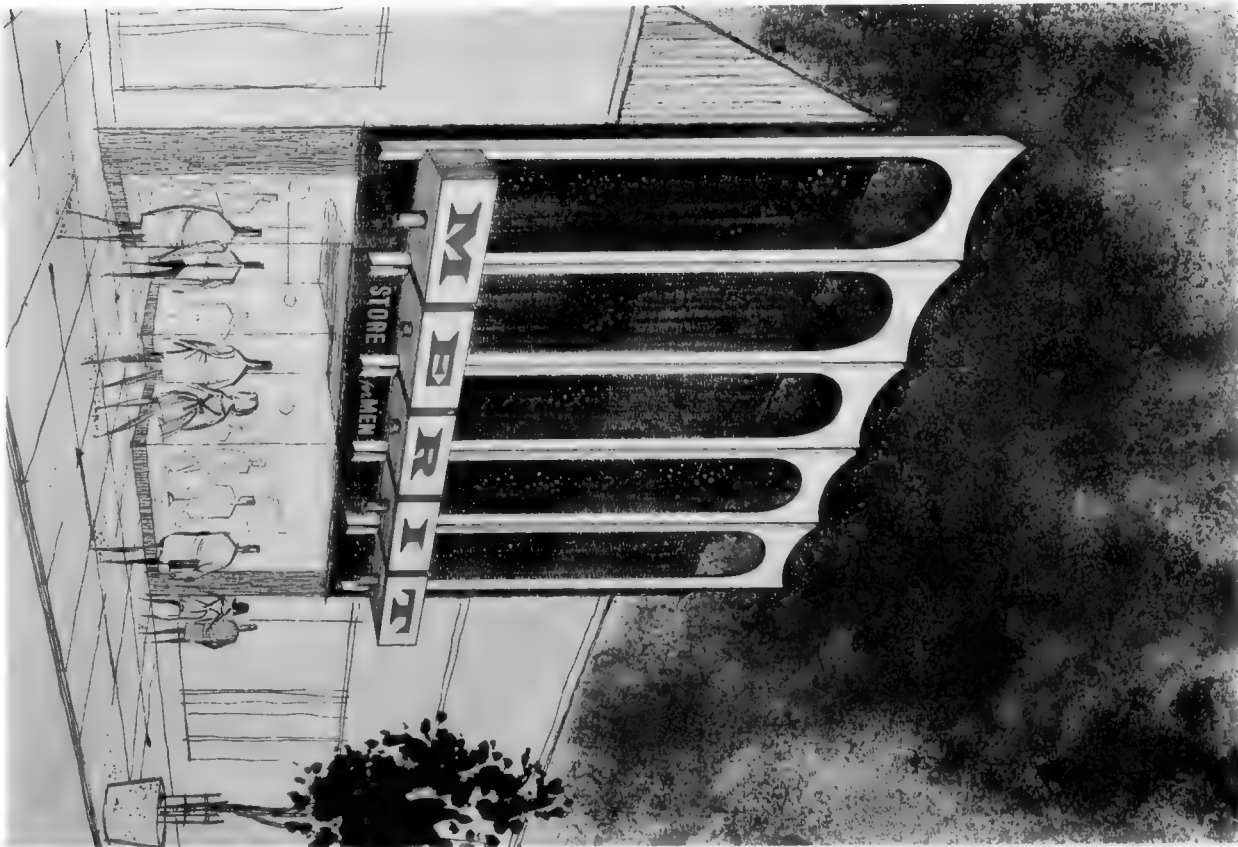


# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



Jean-Paul Poitras  
COTE ENSEIGNES LIMITEE  
Quebec 8. Que. Canada



Lowell McClellan  
ELECTRICAL PRODUCTS CONSOLIDATED  
Boise, Idaho

NESA ELECTRIC SIGN DESIGNS

MEN'S STORE



Paul Marshall  
NU-ART SIGN COMPANY  
Fullerton, California



Ted Boittiaux  
NELSON MAC DONALD DESIGN LTD.  
Calgary, Alberta, Canada

# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



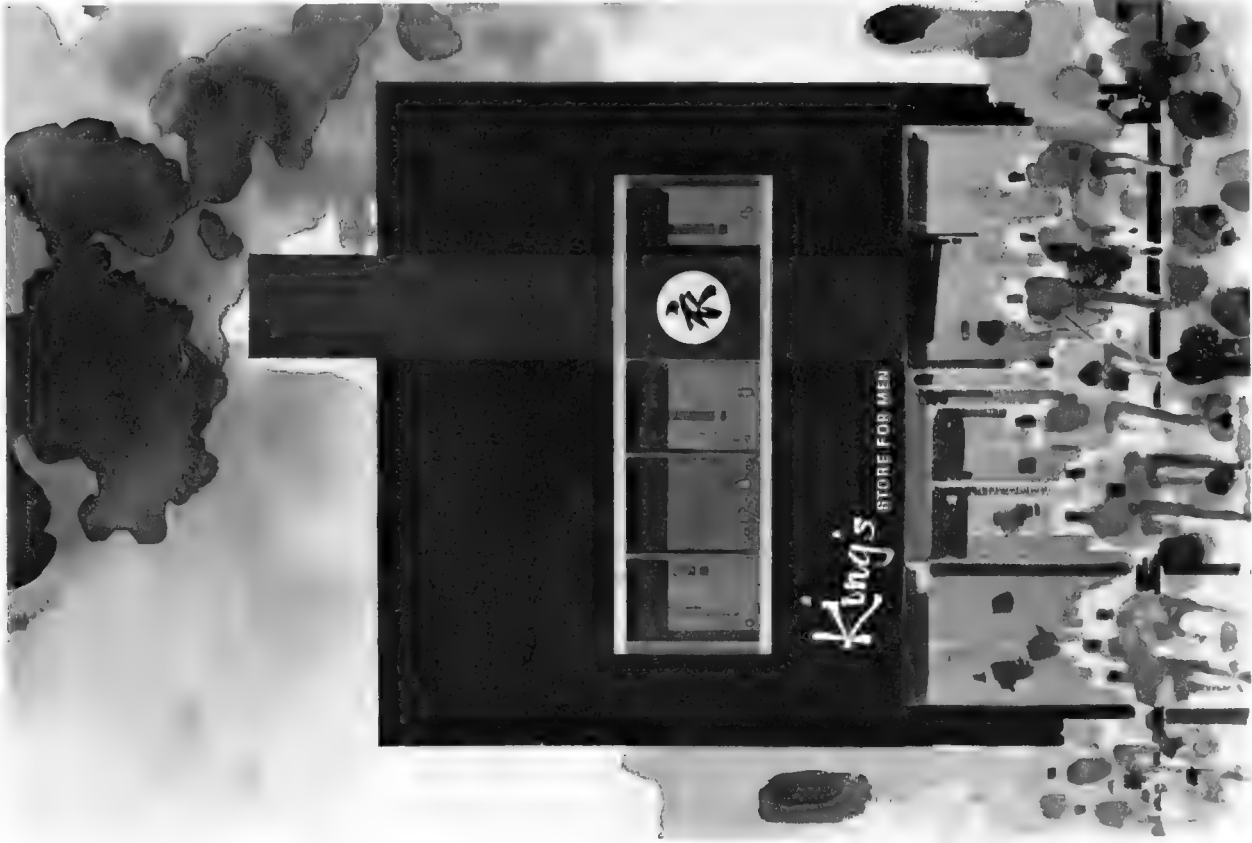
Dennis Zambuk  
HEATH & COMPANY  
Los Angeles, California



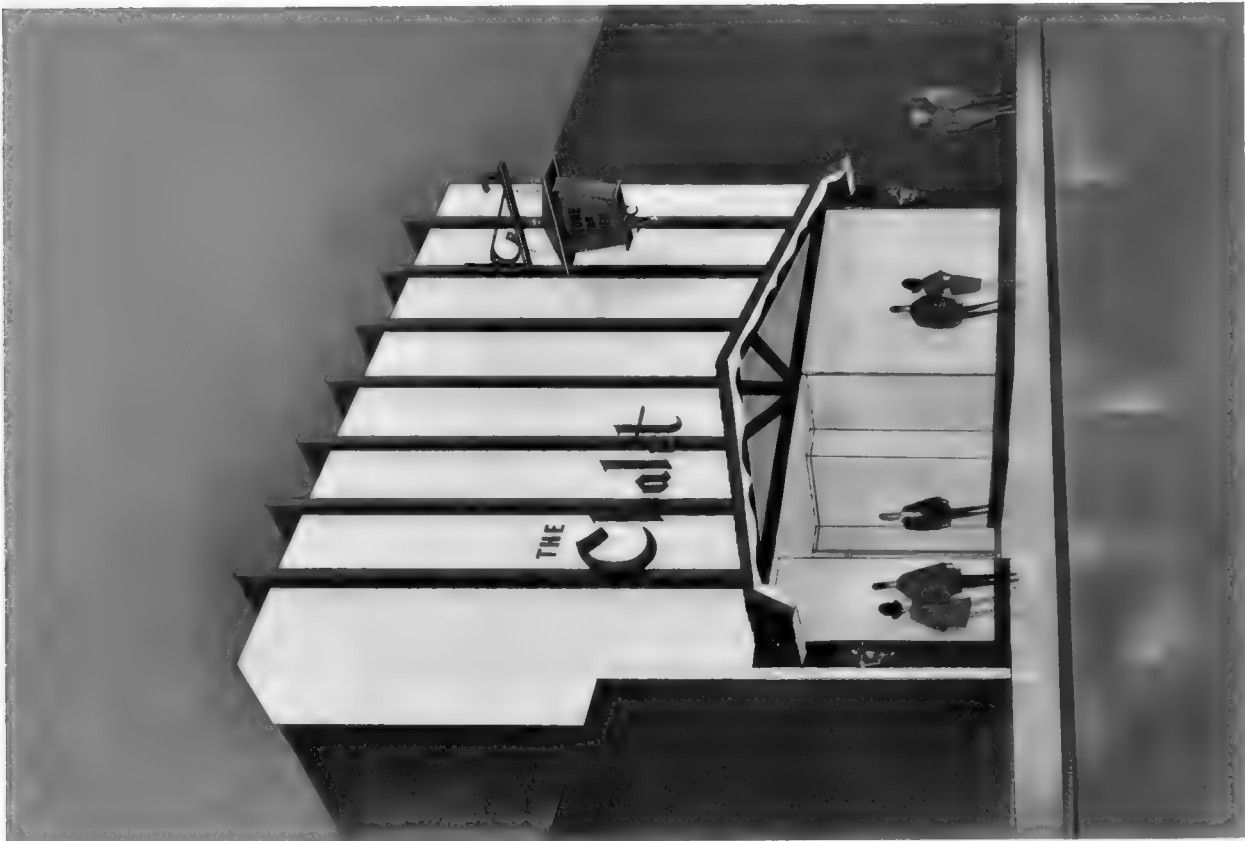
Joseph E. French  
FEDERAL SIGN & SIGNAL CORP.  
Louisville, Ky.

NESA ELECTRIC SIGN DESIGNS

MEN'S STORE



Clarence Hood  
FEDERAL SIGN & SIGNAL CORP.  
Oakland, California



Robert Kane  
ELECTRICAL PRODUCTS CONSOLIDATED  
Casper, Wyoming

# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



Rudy Gauthier  
FEDERAL SIGN & SIGNAL CORP.  
Louisville, Kentucky

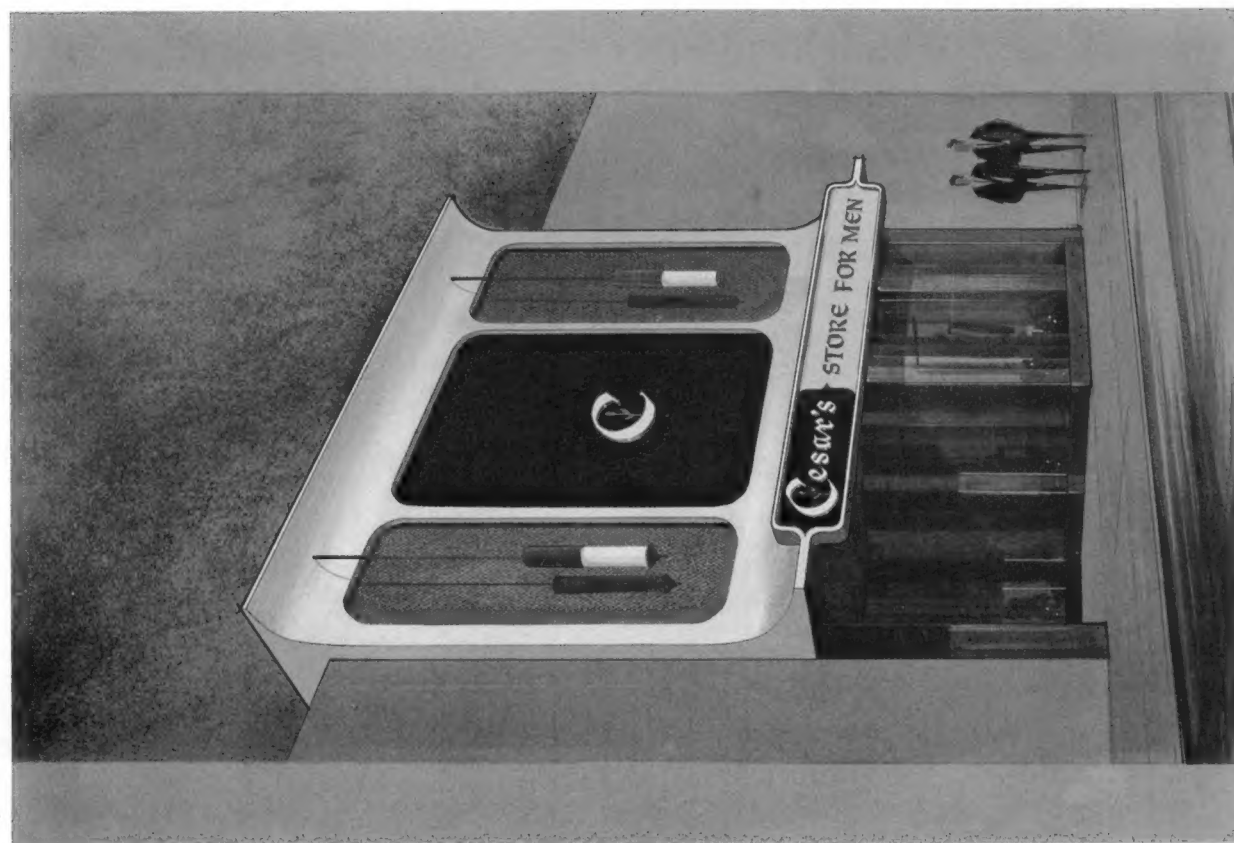


Harley Lautenschlager  
FEDERAL SIGN & SIGNAL CORP.  
Portland, Oregon





John E. Wilson  
FEDERAL SIGN & SIGNAL CORP.  
San Francisco, California



Jim Dix  
FEDERAL SIGN & SIGNAL CORP.  
Los Angeles, California



# MEN'S STORE

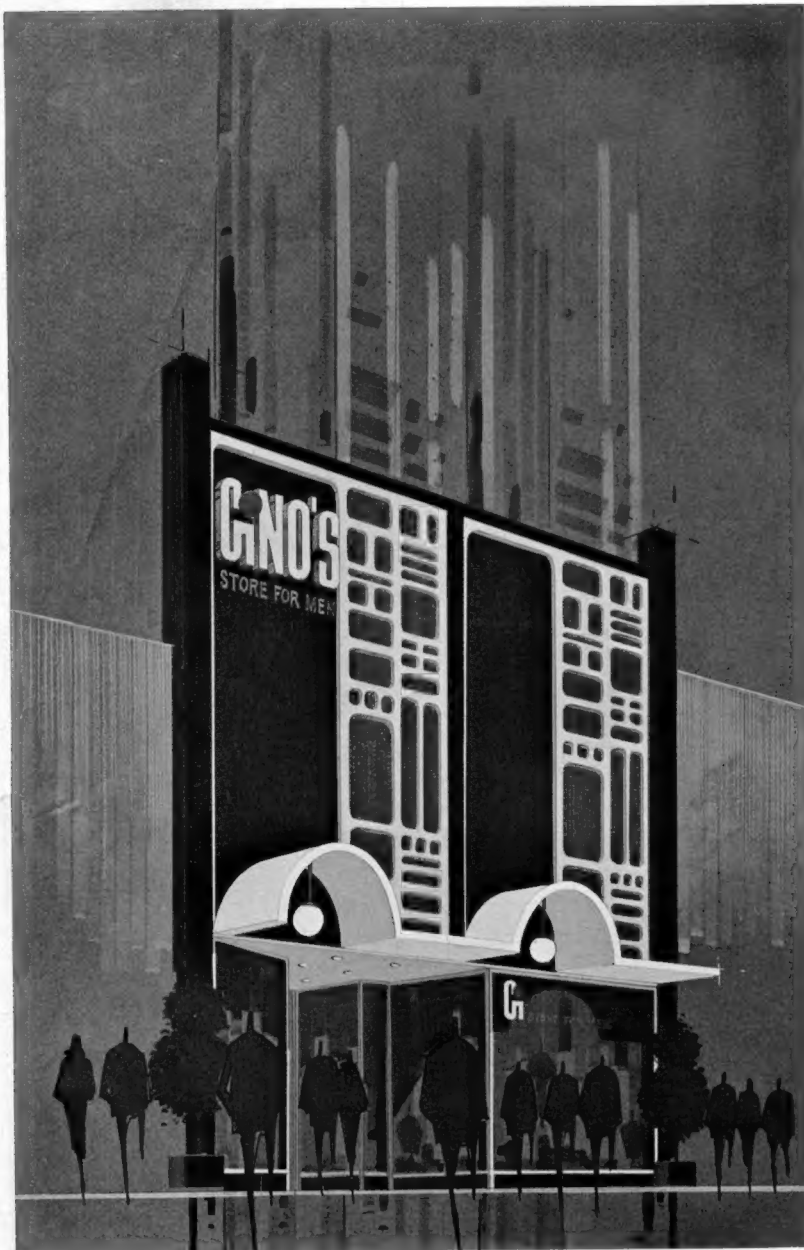
NESA ELECTRIC SIGN DESIGNS



Donald S. Cobb Jr.  
HEATH & CO.  
Los Angeles, California



Wilbur L. Benjamin  
BLOMMEL SIGN CO.  
Dayton, Ohio



CLASSIFICATION  
AWARD  
•  
SUPPLEMENTAL  
TREATMENT

EUGENE F. COSTA

Federal Sign & Signal Corp.  
Oakland, California

SPECIFICATIONS

Two large panels of architectural glass  $18\frac{1}{2}$  by  $5\frac{3}{4}$  feet cover the facade, let in light and yet give the appearance of solid black panels. This would be in keeping with the black Granux Marble used on the lower section. Side mullions covered with black Granux Marble also, and rise 2 feet above building.

The grillwork,  $18\frac{1}{2}$  by  $4\frac{1}{3}$  feet, made of light weight Basalite and installed in sections. The openings of grillwork, for ventilation and light, are gold finished solar screen.

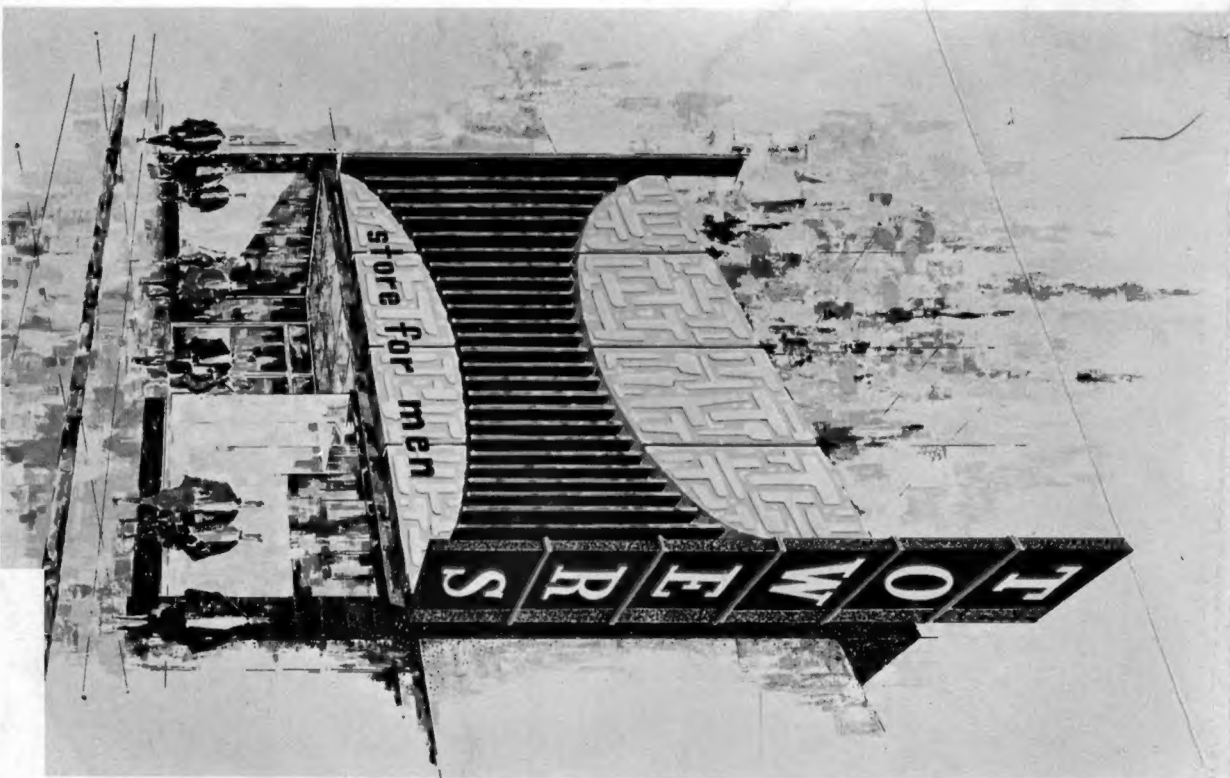
The arched canopy which projects over sidewalk  $4\frac{1}{2}$  feet made of metal and finished with satin white baked enamel.

Sign: "Gino's" in  $2\frac{3}{4}$ -foot pan channel letters with ivory plastic faces, illuminated by double tube neon, letter returns are gold finish. Dot over letter "i" in orange plastic.

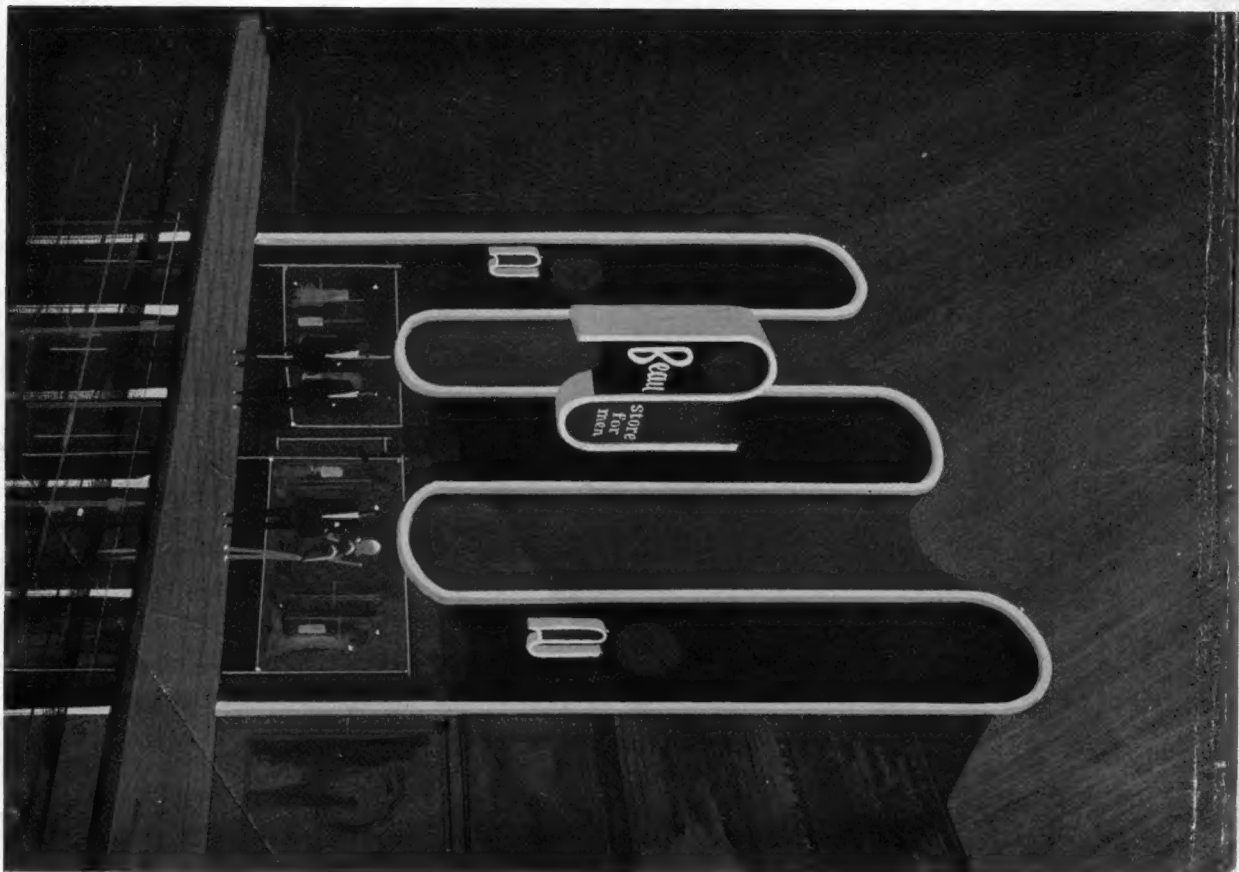
"Store for Men" reverse channel letters gold finished and back lighted.

# MEN'S STORE

NESA ELECTRIC SIGN DESIGNS



Phil Giles  
NEON PRODUCTS OF CANADA LTD.  
Victoria, B.C., Canada



Larry G. Smith  
NATIONAL SIGN CORPORATION  
Chicago